

JUL 28

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVIII

NEW YORK, JULY 26, 1930

No. 4

A new story of
the canal valleys of
early New York, by the
author of "ROME HAUL"

THE BIG BARN

BY
WALTER D. EDMONDS

Although old Ralph Wilder rules the countryside like a feudal baron and builds the biggest barn in the East, he finds the foundations of his family undermined by the conflicting passions of his two sons.

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Five SPORTING BOOKS
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UPLAND GAME BIRD SHOOTING IN AMERICA, by thirteen prominent sportsmen. Introduction by Lewis S. Thompson. The most important book on shooting ever published in America. With colour plates and many other illustrations. A superbly printed quarto. De luxe edition, 75 copies, \$100.00; regular edition, 850 copies, \$35.00.

SPORTING NOVELS OF FRANK FORESTER, with a "Life and Times of Forester," by Harry Worcester Smith. Another Hitchcock Edition. Original illustrations. A beautiful four volume set of America's greatest sporting classics: The Warwick Woodlands, The Quorndon Hounds, My Shooting Box, and The Deerstalkers. Boxed, \$35.00 per set. 750 sets only.

AINTREE—GRAND NATIONALS PAST AND PRESENT, by Paul Brown, with about 75 illustrations by the author and many photographs. A fascinating book on the greatest steeplechase in the world, by a nationally known sporting artist. A book of great interest to all lovers of the horse. Price to be announced later. [Probably \$25 to \$30.]

FOXHUNTING FORMALITIES, by J. Stanley Reeve, with 30 illustrations by Paul Brown. Foreword by Henry G. Vaughan. This well-known author of foxhunting books has written here a valuable guide for beginners in the hunting field, as well as a book which will remain the standard work on the subject for many years to come. Regular edition, \$5.00; de luxe edition of 99 copies, \$15.00.

MARGUERITE KIRMSE'S DOGS. A collection of 75 of this popular artist's inimitable dog etchings with an introduction. The frontispiece is an original signed drypoint by Miss Kirmse. Handsomely printed quarto limited to 750 copies at \$25.00.



In addition to these new books, we shall have a number of new sporting prints, particulars of which may be had by writing to The Derrydale Press, 127 East 34th Street, New York.

AUGUST 15th IS CARL VAN VECHTEN DAY

IN THE OFFICE OF ALFRED · A · KNOPF

For years this day has been set apart in our calendar for the publication of Van Vechten Books. This year we present a new novel

PARTIES

WHICH FULLY UPHOLDS THE VAN VECHTEN REPUTATION

Having read an advance copy, The Baker & Taylor Company say: "Parties deals with exactly the kind of life you'd expect. If you remember Nigger Heaven you have a pretty good idea of what the new book is like. Wild, nerve-shattered young men and young women madly pursue pleasure — with tabloid results. This book will be snapped up by the intelligentsia and by the huge mass of young-old and old-young men and women who are in search of excitement. It will be a rental library headliner."

\$2.50

A striking Display Card—15" x 19½"—reproduced in 7 colors will be sent to any bookseller whose order justifies the extra expenditure.

A limited edition of 250 numbered and signed copies (of which 240 are for sale) bound in genuine parchment vellum will be available at \$15.00 a copy.

ALFRED · A · KNOPF · PUBLISHER
730 FIFTH AVE · NEW YORK



ANOTHER SMASHING
ADVENTURE ROMANCE BY
ROLAND PERTWEE

FOLLOWING ON THE HEELS OF "RIVERS TO CROSS,"
"GENTLEMEN MARCH," AND "HELL'S LOOSE"



PURSUIT

The story of how Harley Trevelyan follows his mortal
enemy half way around the world and encounters
him at last in the heart of the African jungle.

\$2.00 (September)

HOUGHTON MIFFLIN COMPANY

*They heaved the
body over a cliff*



*John Murrel steals
another slave.*

Land Pirates! "The Most vicious and heartless rogues that ever went too long unchanged."

They were the terror of the great trails—The Natchez Trace, where traders came back from New Orleans; the Wilderness Road where immigrants came in from the East—the two wild Harpes, inventors in atrocities; Joseph Hare, the wilderness dandy, whose indecision between coats of plaid and crimson silk brought his death; Samuel Mason, justice of the peace turned bandit and blood fiend; and John Murrel the Napoleon of an Outlaw Empire betrayed by its leader's vainglory.

Savage murderers, violent butchers, fearless maniacs, they robbed, slaughtered, mutilated, and debauched with implacable intensity. They spread a reign of terror on the Mississippi frontier from 1800 to 1835. In dull times they gambled, drank, danced, fought, and ran riot with the girls in Natchez-Under-the-Hill. When they killed a victim they beheaded him, dashed his brains against a tree, or slit open the belly and filled it with gravel to sink it in the swamp or the river. For amusement they strapped a naked victim to the back of a

horse and drove it over a precipice to crash on the rocks below. They would butcher a boy for a sack of beans and a bag of flour.

In the story of these ferocious outlaws the author has let the facts speak for themselves. They are a savory dish, discovered in the byways of American history, from the days when misbehavior was violent and open, not furtive.

CARL VAN DOREN recommends it: "The Outlaw Years' is in one sense a series of detective stories, starting with crime and following the criminal to his punishment. It is however, unlike most detective stories, a definite work of art. The manner of treatment is as fresh and new as the matters treated. But what particularly marks it off from other books which might be thought of as belonging to the same class is its vigorous, humorous, salty, detached handling of actions which, however horrible, would be interesting no matter where they came from."

THE OUTLAW YEARS

THE HISTORY OF THE LAND PIRATES OF THE NATCHEZ TRACE

by Robert M. Coates

Illustrated from contemporary prints

\$3 MACAULAY • PUBLISHERS • N. Y.



THE LITERARY GUILD SELECTION FOR AUGUST

**from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers • 386 Fourth Avenue • New York**



On page 260 of last week's Publishers' Weekly there was an announcement to the effect that the first of the *Inner Sanctum Novels* would be ready July 14th. This was an error. The first six titles will be published on July 31st.



What the fate of these novels will be no one can tell. Your Correspondent has never been sure of anything, and highly as he thinks of this new departure in publishing fiction, the public, as always will be the judge.



There is one reason, above all others, why these first novels will appeal to the public: *they are all good books*. They make good reading, they are easy to hold. And they cost only one dollar.



There is a dictum in publishing circles that the American public simply will not buy books unless they are bound in cloth or stiff boards. *The Inner Sanctum*, in going counter to this tradition, does so consciously, and yet with an open mind. If the books are No Go because of their format, then the format will have to be changed. Perhaps the colors will have to be altered. Perhaps each cover will have to be distinct instead of uniform. *The Inner Sanctum* is keeping its ears to the ground for rumbles of approval or disapproval—not from friends, but from strangers with dollar bills.



A few weeks ago *The Inner Sanctum* column in *The New York World* and in *The Saturday Review of Literature* offered to send advance copies of *I Am Jonathan Scrivener* for a quarter, provided that the reader pledged himself to a report. With each advance copy a note went out reading:

"Here is *Jonathan Scrivener*. *The Inner Sanctum* hopes you enjoy it and that you agree it's about high time books are published in this format. But if you don't enjoy and don't agree, we want to hear anyway.

"Even though we ourselves think *The Inner Sanctum* novels are a swell idea, we may be wrong, and if so, it will save us a lot of advertising bills to find out as soon as possible. So, the truth please . . . we look forward to hearing from you."



Over 95% of the responses were extremely favorable. In many ways *The Inner Sanctum* feels that these opinions of actual readers are far more important than the opinions of the publishers, the critics or the booksellers. Here are excerpts from some of the replies:

"Please accept my thanks for my copy of *I Am Jonathan Scrivener*. It is a corking yarn and I stayed up into the wee hours of the morning until I finished it. It is a bully story . . . Your publishers' note on pages one and two of the above named book should meet with approval, particularly where a reader may have a dollar book bound in cloth for an extra dollar. Great! More power to you and here's hoping you sell these books hard and fast."

—C. EDGAR BROWN, New York, N. Y.

"Have read *I Am Jonathan Scrivener* and considered it a downright good story—it was cohesive yet concise as becomes a good mystery story. As to the format—I considered it very distinguished and in every way worthy of a place on the bookshelves—only one thing I would suggest and that is a heavier cardboard for the covers—as the present is so flexible that the edges become bent and broken with simply standing on the shelf; otherwise there would be no reason to have them recovered in cloth as their paper covers are most unusual and distinctive. Altogether—the book and the price are nothing short of a godsend."

—WILLIE COOK, Brooklyn, N. Y.

". . . It has been my contention that the average new fiction published to retail at \$1.00 is cheap fiction. However, *I Am Jonathan Scrivener* has completely convinced me that I am in error. Of course, I do not refer to reprints. Personally, I seldom wait for a good book to be reprinted in a cheaper edition before I buy it. Therefore, I believe your plan is a good one. Considering the SIMON AND SCHUSTER Books which are already on my library shelf—*Wolf Solent*, *The Art of Thinking*, *Trader Horn*, *Bambi*, *The Psychology of Happiness* and a few others, I do not doubt that you will continue your high standards and not publish a lower grade of fiction, simply in order to sell dollar books."

—CLAIRE BRUNSEN, New York, N. Y.

"I am very interested in your project and I am particularly delighted with your courage in publishing a first printing in the dollar edition. I believe that the purchasing of books could become just as much a national habit as the chewing of gum or the use of cosmetics. Such a habit would change our culture into a brilliant and humane one . . . Perhaps now one may come into other people's homes and see as many books at least as there are theme songs. *I Am Jonathan Scrivener* is by the way a fascinating tale, the author is a real raconteur."

—DOROTHY FULDHEIM,
Cleveland Heights, Ohio.



And now, *The Inner Sanctum* urges booksellers to find out from their customers if the enthusiasm is as universal as *The Inner Sanctum* has found it to be to date.

The reasons why we published these two mysteries—

- because this pair sparkle and shine among the cut-from-pattern, written-by-formula mysteries of today, by having something new to tell . . . a plot angle and a story distinctively their own.
- because mystery or not, either would deserve reading as a first-rate book.
- because both authors are "names".

*—are the same reasons why
you will sell them*

IS NO ONE INNOCENT?

*by Milton Herbert Gropper
with Edna Sherry*

Not who committed the murder, but *who didn't* is the problem here. There were seven motives, seven opportunities, and seven confessions to this killing. Six of these "guilty" must be proved innocent. Mr. Gropper is the eminent Belasco playwright and author of the talkie success, "Ladies of Leisure".

DID SHE FALL?

by Thorne Smith

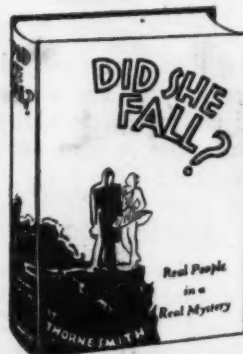
This singular book is written on the thesis that we all probably deserve killing at least once in our lives. Here are people sympathetically human, facing unwarranted catastrophe. Would a murder save the situation? Mr. Smith brings to this mystery all the trenchant skill of his riotous novel, "The Stray Lamb".



\$1.50 each

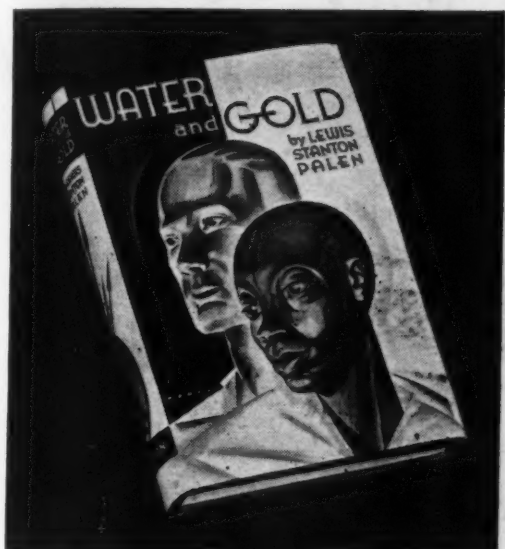
Publication August 14

**Jackets that will
help sell**



COSMOPOLITAN BOOK CORPORATION

. . . What's all the shoutin' for?



Who is this Charlie Hedlund, sailor and soldier of fortune, who signed on a brig with a drunken crew and knocked the first mate overboard in the mutiny that followed? Who drifted for days lashed to the hulk of a cap-sized ship! Who was shipwrecked in the Straits of Magellan and cast up among cannibals; shanghaied twice; and marooned on the African Gold Coast! Who sailed a fever ship from the Argentine to Cardiff with no hands save the captain!

Who tracked down diamond thieves with the mounted police and helped rescue the besieged Cecil Rhodes in the Matabelean Rebellion!

Who hunted gold and found it—only to see a storm sweep his treasure-trove away! Who packed more adventures into a year than ten men have in a lifetime!

Read "Water and Gold" and we'll bet you a continent of Trader Horns to a cargo of Count Luckners that you'll be shouting too that here is true adventure at its best.

We are featuring it in all our fall advertising. The jacket by Wenck is the most displayable we've seen this season. The price is \$3.00 and the publication date August 5th. The book has everything in its favor.

Write to John Macrae, Jr. for a sample copy at a special discount. Read it, recommend it, and then, look out for the "Water and Gold" rush!

As told to Lewis S. Palen by Charles G. Hedlund

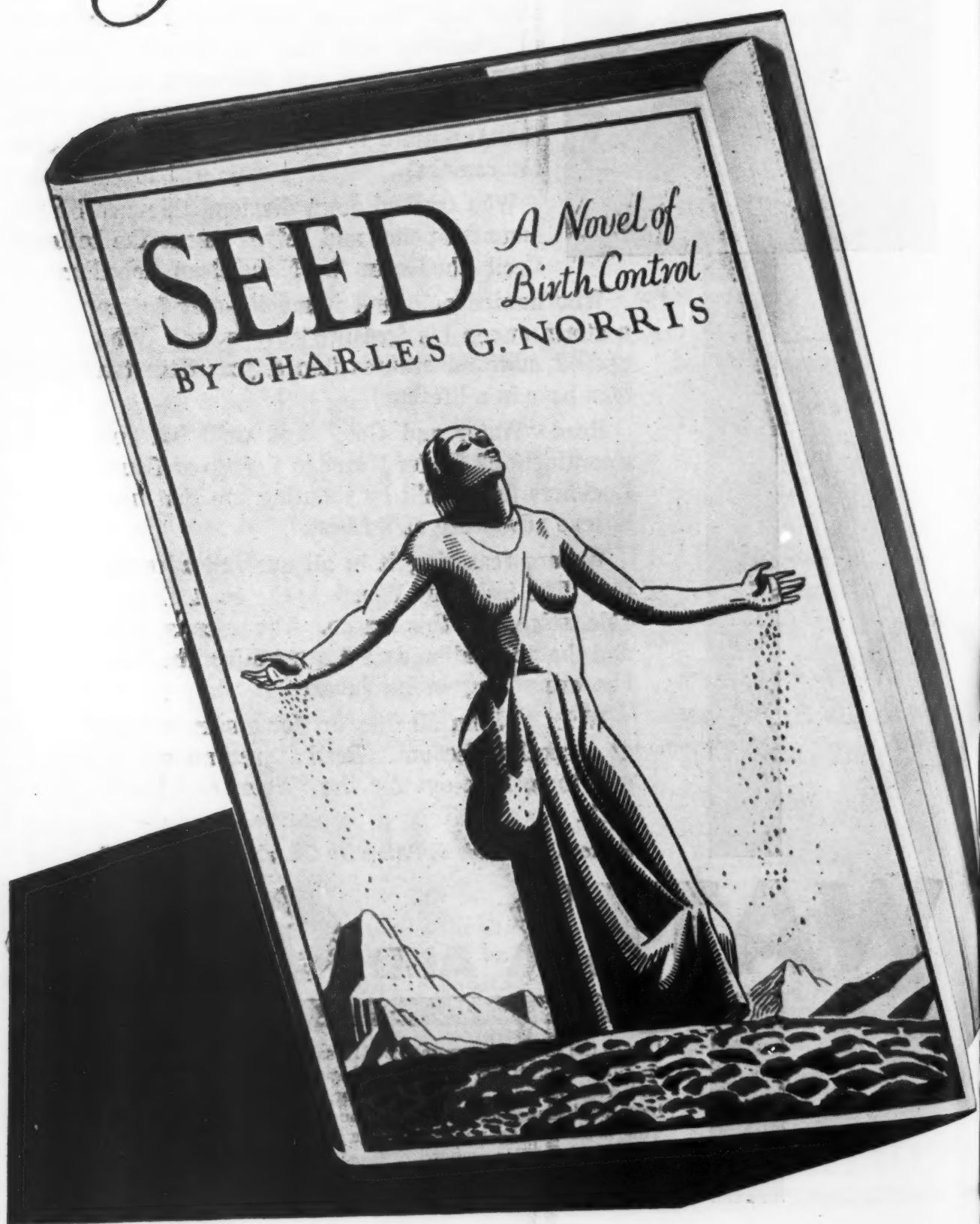
WATER AND GOLD

Due to the extraordinary increase in sales of "The Story of San Michele" within the past two weeks, we have decided to postpone "Memories and Vagaries" by the same author, price, \$3.00, which was to have been published August 12th as the Dutton Prize Book for September. This book will be published instead on November 20th as the Dutton Prize Book for December.

E. P. DUTTON & CO., Inc.,

300 Fourth Ave., N. Y.

Imagine a young



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married couple

• • • in love with each other—the parents, say, of one child, who feel that they cannot afford another child for three years, being expected to occupy the same room and to abstain for two years. It's preposterous. You might as well put water by the side of a man suffering from thirst and tell him not to drink it."—Lord Dawson of Penn (*The King's Physician*).

That's the Theme of *Seed*. It is Charles G. Norris' greatest and most controversial book. In frankness it probably exceeds *Brass*, *Bread* or any of his other successful novels. Yet not one of twenty experienced readers who read it suggested any modification whatever. Dr. Joseph Collins read it in the manuscript. He calls it "An epic of American civilization." He says that it does to the "development—or decline—of the American family what Knut Hamson's *Growth of the Soil* did to the development of the land among peasant people." The most daring book of the year!

—published August 15th.

THE FORMAT

As handsome a book as you ever saw for \$2.00. Size 5½" by 8½"—bound in Holliston velum, specially dyed purple for this book, stamped in black with Rockwell Kent's jacket design. Colored end-sheets, stained top, set in distinguished linotype Old Style.

*Doubleday
Doran*

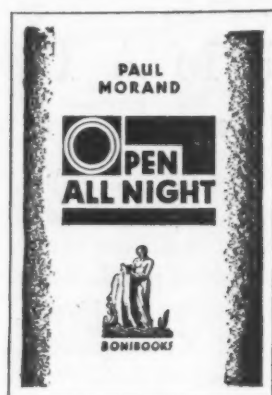
SEED

A Novel of Birth Control

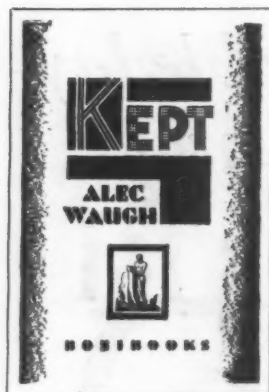
BY CHARLES G. NORRIS



50¢ BONIBOOKS



Bonibooks represent a new departure in American book publishing. Paper books are in themselves no innovation. It is not so long since they were the most widely distributed of American books and there are few men and women today who cannot recall the pleasure and cupidity with which they read them in their younger days. But the old paperback novel was a cheap product, of little or no literary merit, printed on poor paper and manufactured in poor taste.



Bonibooks meet the demand of improved American literary standards and artistic appreciation. Authors of the highest type, books of the finest quality designed by artists who know how to take complete advantage of the unlimited decorative possibilities offered by paper wrappers—these are being offered at a price which should make good books as much a part of American life as the radio and the talkies. Bonibooks will retail at Fifty Cents each.

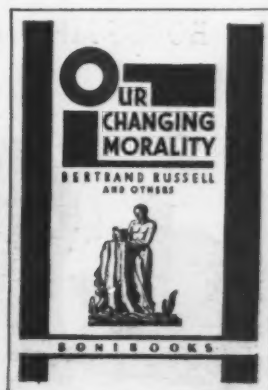


They are printed on specially made thin paper of fine quality. This paper makes it possible to issue, at this price, full length novels and works of non-fiction which sold formerly at \$2.00, \$2.50 and \$3.00. It also makes Bonibooks compact, light and convenient to carry. The attractive covers, substantial and durable, and the decorative end leaves are designed by such artists as Rockwell Kent, Frederick Kliem and other prominent artists.



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2. TAR *Sherwood Anderson*
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4. MICHELANGELO *Romain Rolland*
5. THE LOST GIRL *D. H. Lawrence*
6. THE PERSONAL RELATION IN INDUSTRY
 John D. Rockefeller, Jr.
7. THE HARD-BOILED VIRGIN *Frances Newman*
8. MOBY DICK (Illustrated) *Herman Melville*
9. OPEN ALL NIGHT *Paul Morand*
10. CHÉRI *Colette*
11. OUR CHANGING MORALITY *Bertrand Russell*
12. WHAT IS WRONG WITH MARRIAGE
 Hamilton and MacGowan
13. KEPT *Alec Waugh*
14. AGAINST THE GRAIN *J. K. Huysmans*
15. PROSPERITY, FACT OR MYTH *Stuart Chase*
16. COMMANDO *Deneys Reitz*
17. REMINISCENCES AS A COWBOY *Frank Harris*
18. THE MASTER OF THE DAY OF JUDGMENT *Leo Perutz*
19. THE RETURN OF THE HERO *Darrell Figgis*
 (With an introduction by James Stephens)
20. PRIZE POEMS 1913-1929 *Edited by C. Wagner*
21. OUR BUSINESS CIVILIZATION *James Truslow Adams*
22. THE CARDINAL'S MISTRESS *Benito Mussolini*
23. THE GOLDEN WIND *Ohta and Sperry*
24. FREDERICK THE GREAT *Margaret Goldsmith*
25. DEWEY RIDES *L. A. G. Strong*
26. BY THE WATERS OF MANHATTAN *Charles Reznikoff*
 (With an introduction by Louis Untermeyer)
27. ALL IN THE RACKET *William E. Weeks*
28. MARGARET FULLER *Margaret Bell*
 (With an introduction by Mrs. Franklin D. Roosevelt)
29. MY UNIVERSITY DAYS *Maxim Gorky*
30. THIS EARTH OF OURS *Jean-Henri Fabre*



**You sold five printings
of Casey's other Thriller...**

**THE SECRET OF
37 HARDY STREET**

Here's an even better one !

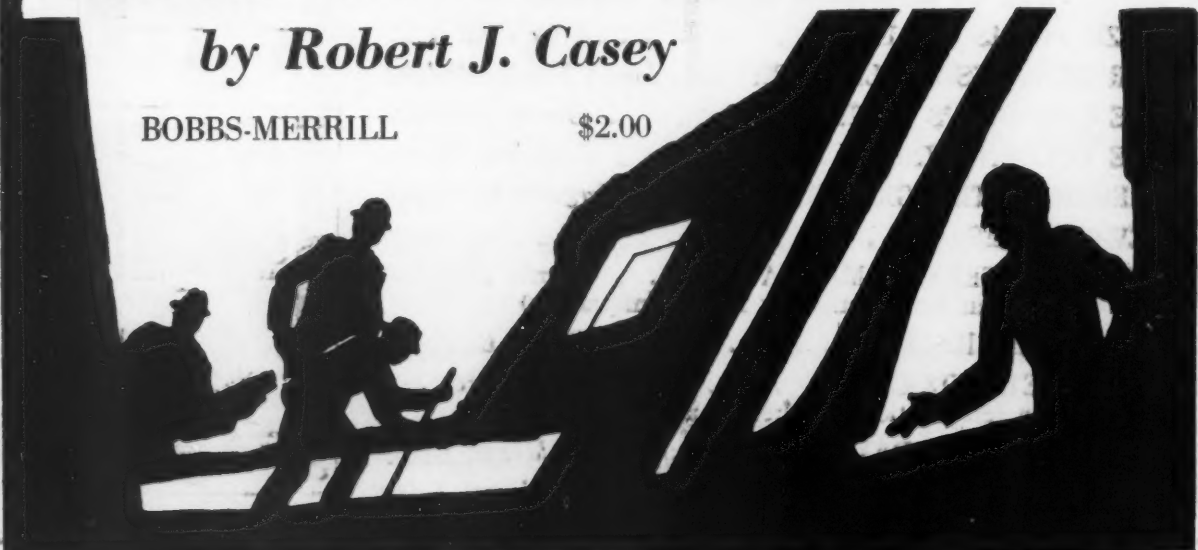
All the fans who hailed *The Secret of 37 Hardy Street* as one of the finest crime stories in twenty years are in for another treat. Casey's new adventure with Jim Sands is a whirlwind mystery of Chicago crime, of gangsters and racketeers. If your Detective Story Fans are jaded try a spot of Casey.

**THE
SECRET
OF THE
BUNGALOW**

by Robert J. Casey

BOBBS-MERRILL

\$2.00



COMING AUGUST 14

The Novel of American Women

Jenny Fowler

THIS courageous novel of a typical woman of America, her lover, her husband and her children, is a clear and honest story of marriage and morals. Here is a story passionately individual, yet one that unfolds the career of every American woman who lives and loves and marries and tries desperately to preserve a spotless reputation in a town where everyone knows everyone's business.

JENNY FOWLER is a bold novel. It will be talked about. Thousands of women whose problems are identical with Jenny's will acclaim her story as a powerful and exciting epic of American womanhood. The reader will remember Jenny with a sense of personal affection, of deep and abiding admiration and regard.

We present *JENNY FOWLER* as the most brilliant forerunner of the Fall Season.

BY

MARGARET WEYMOUTH JACKSON

\$2.00

READY AUG. 14

BOBBS-MERRILL

ALL QUIET ON THE WESTERN FRONT

FRONT PAGE BOOK NEWS!



This is the unexpurgated edition from the front lines - the first time in the United States.

THE QUIET ON THE WESTERN FRONT
ERICH MARIA REMARQUE

The "bookleggers" who have been getting as high as \$15.00 for the unexpurgated English edition of the world's best seller, "All Quiet on the Western Front," smuggled in from Canada, will be put out of business now that the Reprint publishers, Grosset & Dunlap, have announced a 75 cent popular edition of this book printed on new plates, the first American edition to have the full text of the English edition except for the use of two objectionable words. Nearly 350,000 copies, we understand, of the English edition published by Little Brown at \$2.50, have been sold in this country. Unless we are greatly mistaken in human nature, a great many of those who paid \$2.50 for that version of this famous War novel will be found investing 75 cents more in the unexpurgated version, if only to see what was left out.

Prices:
Unexpurgated Edition, \$15.00
English Edition, \$15.00
American Edition, \$2.50
Paperback Edition, \$1.00

to be struck by each and every one who reads it.

It looks as though those "bookleggers" who have been getting as high as \$15.00 for the unexpurgated English edition of the world's best seller, "All Quiet on the Western Front," smuggled in from Canada, will be put out of business now that the Reprint publishers, Grosset & Dunlap, have announced a 75 cent popular edition of this book printed on new plates, the first American edition to have the full text of the English edition except for the use of two objectionable words. Nearly 350,000 copies, we understand, of the English edition published by Little Brown at \$2.50, have been sold in this country. Unless we are greatly mistaken in human nature, a great many of those who paid \$2.50 for that version of this famous War novel will be found investing 75 cents more in the unexpurgated version, if only to see what was left out.

Now -

Now—
for the first time in this country
an original unexpurgated edition of

ALL QUIET! ON THE WESTERN FRONT

Ready August 1st at 75 cents

NOW A GROSSET & DUNLAP 75c REPRINT

ALL QUIET ON THE WESTERN FRONT

Dear Mr. Bookseller:

The entire book trade owes a debt of gratitude to the House of Little Brown & Company for their courage in rescinding the decision made early in the Spring not to permit the world's "best seller," **ALL QUIET ON THE WESTERN FRONT** to be issued in a reprint edition.

They have entrusted to Grosset & Dunlap one of the most valuable publishing properties in the world, in the belief that a 75-cent popular edition of this greatest of all the war novels, coincident with the general release of the moving picture, will be a tremendous stimulus to bookselling in general.

What Lindbergh's gallant dash to Paris did for aviation in this country the release on August 1st of **ALL QUIET ON THE WESTERN FRONT** in the standard Reprint edition, we believe, will do for the retail book business in every city and town in the U. S. A.

A well known bookseller said to one of our travelers when he had broken the news to him that we had **ALL QUIET**:

"That is the most heartening news that the book trade has had in a long time. It's not just the sale your edition will have—which I believe will be very, very big, but it is the confidence and the enthusiasm it will inject into the booksellers, themselves. A big book moving off the counters always stimulates business all over the store. It never fails!"

We are just tremendously gratified in being able to do our part in making available to every American bookseller what everyone seems to agree is the greatest book merchandising opportunity that has come along in a long, long time.

Very truly yours,

GROSSET & DUNLAP.

1140 Broadway, New York City
1019 W. Jackson Blvd., Chicago

NOW A GROSSET & DUNLAP 75c REPRINT

2 NEW KING NOVELS

ultra-modern---

designed for a
wide public at

\$1.50^{*}
Each



PARTY HUSBAND

By Geoffrey Barnes

A confessional story which proves that a novel can be lively in plot and racy in theme and still have literary worth. Here are two young people who come to New York from a small town, with high hopes. Plunged into a gay circle of cocktails they try to be "modern" even if it wrecks their marriage—as it very nearly does. Readers of "Ex-Wife" and similar novels will find that this one has something more.

September 5. \$1.50

VIA MANHATTAN

By Hawthorne Hurst

An exciting story by a newspaperman and scenario writer. Sonia Delvin, a Creole blues singer in a New Orleans cabaret, beautiful and untouched by experience despite her sordid beginnings, rises to success on Broadway through the help of a "tabloid" columnist. Then she meets Lindsay Gerard—wealthy, twice divorced and lonely. The contest between her love and ambition is strikingly set forth in a novel which thinly cloaks many real characters of "The Main Stem."

September 26. \$1.50

BOTH WILL HAVE JACKETS IN COLOR, AND WIDE ADVERTISING

** We believe that the retail price of \$1.50 opens such novels as these, which have an honestly popular appeal, to the widest possible audience; and that at the same time it maintains a profitable margin for bookseller and author. Accordingly, all King popular fiction will be issued at \$1.50 in the future.*



ALFRED H. KING, Incorporated
Publishers 432 Fourth Avenue New York

by the author of
**THE
MATRIARCH**

MOSAIC

G·B·STERN

A NEW JEWISH NOVEL

To be published September 19th • \$2.50

ALFRED · A · KNOPF



PUBLISHER · N. Y.



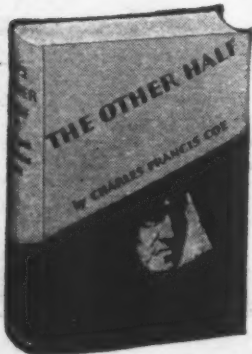
**Here's
how THEY
get away with it!**

"They" are the gangsters, the underworld —*the other half*. They flourish in crime, they kill, they escape punishment; the nation shakes its head over the newspaper accounts and asks, "How do they get away with it?" Charles Francis Coe knows—and he dares to tell!

THE OTHER HALF

by **Charles Francis Coe**

Author of "Me, Gangster", "The River Pirate", etc.



A novel that could so easily be truth . . . characters who are only too real . . . stark drama, sardonic humor, and story every minute. THE OTHER HALF is labelled for a sensation. Promote it for all it's worth—which is plenty!

\$1.50 Publication August 14

Four color display card for your window

COSMOPOLITAN BOOK CORPORATION

*These news angles
are exploited
in THE OTHER HALF*

—a crime investigation committee made fools and tools by the criminals themselves

—a newspaperman who knew too much for his own good

—a millionaire gangster who places his own judges and district attorneys in the courts

—a country estate, illumined by flood lights and equipped like an arsenal

—killings and bombings as the racket leader invades a new city

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JULY 26, 1930

Not Old, Not New

Ruth Brown Park

The Book That Is Not a Plug, But Is Merely Out of Fashion, Becomes One of Those Many "Problems" for the Bookseller. Organized Selling of These Books Must Be Done With Finesse and Tact. Good Customers for "Out-of-Fashion" Books Are Travelers Just Returned From Abroad

ALONG with his other myriad problems, the bookseller has this constant one: The book that is not new, yet not old; that is not a "plug," but has become out-of-fashion. The book that has been released perhaps three months, perhaps six, and should have sold. It was a good book. In fact, it still is a good book. Someone will enjoy reading it, but it has slipped for the present into the "maiden lady" class, and become unsought. The business of the bookseller is to put his wits to work and get this book to moving again.

First, it and the others of the same class in the shop probably will need new jackets. A soiled, shopworn jacket will instantly make a customer suspicious of a book's merit. So send to the publishers for new jackets; it will have a "lifted face" effect on these books.

Next, when you have seen to their physical appearance, they should be displayed prominently along with the very newest stock. Why give books which are going to be asked for anyway, all your gilt-edged display space? Why not, instead, play up unsought books? Prove by the very position you give them, that you feel they are worthy of guest of honor places in your shop.

If you are doing any advertising, either

of a direct or indirect nature, by all means call attention to these books, pointing out the pleasure to be derived from them. Since the publisher is taking care, in a high pressure way, of the latest books, in the pages of current newspapers and magazines, you can afford to shift your advertising weight to "the out-of-fashioners."

Once the public has had its attention called to these books, the next step is to be ready for that public, when it appears in your shop to investigate your advertising claims. If you yourself, as manager, or if your clerks do not know the character, the quality and the value of these books, of course you can not hope to sell them. You must know them and you must have some red hot selling points ready in order to clinch sales. Of course, this is true of any book you hope to sell, but it is better to fail to know the contents of your latest books, than to be hazy concerning your out-of-fashion ones. For if you do not sell your latest books, the first week or the second that they are in your shop, no real harm is done. But if you are still failing to sell them, say after eight weeks, then you'd better be worried. For authors are prolific creatures and they often produce a new book before you have got under selling way with their last one.

So school yourself and your clerks concerning the "out-of-fashioners." Go about your shop every day, making notes of books that are on their way to the out-of-fashion class. If there are so many of them that you cannot ask each clerk to read them all, then a good plan would be to make out a list, call your clerks together and allow each one to choose according to his particular tastes the book he cares to sponsor. In another week, call them again together and let each tell the others about the books he has read. This gives each clerk some knowledge of all the "out-of-fashioners."

When organized selling actually begins on these books, it must be done with finesse and tact. Obviously, it would be foolish to offer a three months' old book to a customer who frequents your shop almost daily, unless you, as a bookman, felt that he would really enjoy it thoroughly, and had simply overlooked it. Then set out to sell it to him.

With these out-of-fashion books, one must be constantly conscious of them, so that they are presented the moment a possible sales' chance arises. Listen to your clerks. See that they are "out-of-fashion" conscious. If they are not, point out in certain past sales where they might have been.

Are they, for instance, making correlated sales? A person may ask for a certain late novel because she likes a particular period of history which that novel covers. In your shop also you may have the same period presented in an "out-of-fashion" biography. Have your clerk trained to run for that biography without delay. Have him able to state clearly why the customer will unquestionably enjoy the book. For if a clerk can sell only one book, and it is an out-of-fashioner, point out to him the advantage, from turnover standpoint, of selling the older book. But the chances are he will sell both, for people with book hobbies,—lovers of certain historical characters or periods, are usually easy victims when you can tempt them with a new book on that particular period or character.

And above all work into the mind of the clerk the great value of the plus sale. It takes so little effort and when it works is just so much velvet. To suggest an

additional buy for a customer, rarely upsets him; in fact it usually pleases him and a great many times sells him. If it does upset him, it need not be done again when he enters your store, or if he never does enter again. Surely the loss of that one customer's business could not possibly equal the profit which can be made from a strong plus sale business.

Sometimes, nearly always, in truth, when a book has become out-of-fashion, a clerk feels guilty about selling it. This is of course ridiculous for he is not dealing with plugs. He is dealing with books, which a few months previously he had oh-ed and ah-ed over with unstinted admiration.

How does the book happen to be left over then? For one thing, at certain seasons the market is overflowed with new books. At this time, it is impossible to push every newcomer. Some naturally, through no fault of the book itself, are neglected. Then, three months later, there they are unsold and blotted out by some newer neighbor. Or often they may be reorders,—badly estimated reorders, that have not been requested or sold, either one. However, whatever the reason, there they are to be coped with. Only coping intelligently and incessantly will mow them down.

It would be well to point out to clerks, also, that not all people like the newest things. There are still people who like a book which has been out a while; which over a period of several weeks has been well advertised and well reviewed. These same people are not anxious to rush through all the newest in literature. In fact, they are quite satisfied to let other people test what they shall read and recommend it to them after the testing.

Book people forget that not all customers are as steeped in publishing news as they themselves are. Many people do not even read book ads. They read what has become outstanding, even if outstanding for some time. This is well proved by the sale of worth-while reprints.

Good customers for out-of-fashion books are travelers just returned from abroad or people living in out-of-way places to whom the bookseller mails books. Remember out-of-fashion does not mean plug. Studying carefully these people's

tastes, a clever bookseller ought to be able to part with several persistent and long-lived tomes.

But so many clerks, even clever clerks, are forever pushing only the latest stock additions. They evidently become tired of familiar jackets, so they plunge with all their energies into the marketing of new things. If managers would stress continuously the fact that pay checks will grow larger only on one basis—an ever

increasing ability in a clerk to move the entire stock, and if he would offer prizes for the most successful in this type of selling, the book business would be an entirely different business.

Real salesmen, they say, are born not made, but constant watchfulness of those who must be made, will produce very satisfactory results. Why not start on "the maiden lady" books of your shop and see what happens?

Ex-Bookshop

A. H. Arms

Sleepy Hollow Bookshop, New York City

COURTESY used to be free. Shoe-horns used to be given away with a pair of shoes. Taxi drivers used to open the door for their passengers. Ten cents and a "thank you" was an ample tip. And who is there who can not remember that a bookshop was a place to sit and "browse" in? Shelves of books were yours for the reading and if you decided to buy one, it was yours for \$1.50 or less. The proprietor was seldom one of your grasping shop keepers. He was invariably a scholar and often a gentleman. He did not charge for his opinions nor watch the clock while his customer, more often his guest, expounded on politics or Ben Jonson.

Only a year ago I was revelling in a bookshop of this kind. What a refuge it was from my cheerless, furnished room! A friendly fire always glowed its welcome. The shabby, old sofa afforded comfortable corners. I had only to choose a book from the well-filled bookcase, and an evening of perfect comfort was mine.

Mr. Jorkins, the proprietor, was a picturesque and unusual person, charmingly absent-

minded about money and, in fact, much more concerned with the contents of a book than the cost of it. I remember that once when I had refused to buy a book that he particularly recommended, he persuaded me to borrow it and when I returned it a few months later, he said he had forgotten that he ever owned it! He was always ready for a chat. I doubt if there is anyone to whom I have confided so many of my personal affairs. He had a ready sympathy for human nature that drew people out. Sometimes I stayed long after closing hours and talked over my problems with him. Once in a while I

would rent a book and take it home but it did seem to me that a quarter was a good deal to pay, so generally I did all my reading in the shop.

Then suddenly everything was different. As I look back I realize that the change started with the advent of the proprietor's daughter, who had just finished college and was taken on by her indulgent father as his junior partner. Alas, she was the embodiment of commercialism. If only he had



asked my advice I could have warned him that so modern a note as this slip of a girl, this flapper, determined to prove herself a business woman as well, would ruin the place for all true booklovers. But he did not consult me. When I came in one evening, there she was jumping about, telling people what to read and in general making herself appear very busy. When she asked me if she could "help me," I ignored her, found the book I wanted *without* her help and made straight for my corner where I hoped to enjoy the evening in spite of her. But it was not to be. The sweet young thing interrupted me a minute later.

"Sorry," she said, "unless perhaps you want to buy that book."

"Buy it?" said I, "Certainly not, but I *am* reading it." I thought I had implied in my manner that I did not wish to be interrupted but she persisted.

"But," said she, "there is someone who does want to buy it."

So I gave her the book, though I was only half way through it. She sold it, (though the customer made some remarks about wanting a fresh copy), and since my evening was completely spoiled I left.

That was the beginning of the end. A few evenings later I heard her arguing with a woman who had rented a book the week before and wanted her quarter back because she had found it uninteresting. The girl refused out-right to oblige her. The woman, and I don't blame her, withdrew her membership—but apparently it made no impression on the young upstart. I heard her say to her father that a customer like that was a liability anyway and to my surprise, he agreed with her.

But the last straw was when one night, just as I had found a book that I could enjoy, the young thing interrupted me again. "Sorry," she said, though of course she wasn't, "but we close now at nine and it's already twenty after." I didn't say a word, just put on my hat and walked out. The next day I went in and asked for my dollar deposit. I could invest my money elsewhere. Undoubtedly I was also a liability. And I wondered how long it would take that wretched girl to run the business into the ground.

Nearly all that winter I went regularly to the public library. But the chairs were

rather hard. The new books were difficult to get and I got weary of reading the classics. Desire for a good detective story finally drove me into a drug store where they were sold at 75c., a copy. I found a good one after a while and sat down at the soda fountain to read it. It wasn't very comfortable but I could have managed very well if a bumptious clerk, who had been bothering me with his suggestions while I was looking for the book I wanted, hadn't come up and said, "Drink, sir?" "Hell, no," I said, "can't you see I'm reading!" Then I looked up at him very severely and said, "See that you do not interrupt me again." He left me but pretty soon came back again, and this time he brought another man with him, "Say, Buddy," said he, "do you think this is a free reading room?" He was the sort of man who considered that kind of remark funny—I saw it was no use trying to make him understand. I simply said, "Well, you don't think I'm going to pay you for a lousy book like this, do you?" and I threw the book on the counter and walked out.

I was so angry that I walked nearly all the way home. As I passed the old bookshop, I noticed to my surprise, for it was nearly eleven o'clock, that the lights were still on. Through the window I could see my old friend Jorkins. He sat before his desk reading and smoking. His officious daughter was nowhere to be seen so I went in. At first it seemed like old times. In answer to my inquiry, he said that business was very good but I am sorry to say that he attributed it to his daughter's superior management. "You see," he explained, "we now charge by the hour when people prefer to read in the shop. Fifteen cents the first hour, ten cents for each additional hour and after eleven o'clock, twenty-five cents an hour—jacket charge, you see, sir. Now it pays us to stay open till midnight or after. Would you believe it, we have made enough on our loungers—what my daughter used to call Liabilities—no offense, sir, to pay for the fire wood and the rent." He excused himself for a moment to remind a customer that he owed for another hour. The customer inserted ten cents into the machine which the proprietor proffered. It was exactly like the dime collecting device used on the

buses. I would have left then and there but my eye fell on the very detective story I had started to read in the drug store. I paid the fifteen cents—disdainfully implying that it was a sort of a tip—and by hurrying, I was able to finish the book just in time to escape the jacket charge!

So it went from bad to worse. I renewed my membership there simply because it was easier than looking for a more congenial place. Also I found that by skipping the descriptions and love scenes I could read two detective stories in an hour, which was a lot cheaper than spending a quarter to read one at home. The place was often crowded so I could not always have my old seat by the fire and once I actually had to stand up. The old charm was gone. Mr. Jorkins was so busy keeping track of time and passing around his silly dime machine, that he never had time to talk. He even silenced me when I was having a most interesting discussion with one of my friends. He said that a customer had complained that an hour was not an hour when interrupted by other people's conversations. The place had become as characterless as a public reading room.

Commercialism finally conquered. Not content with making expenses, Mr. Jorkins became imbued with the desire to make money. Books, per se, were not profitable. He who had often deplored that bookselling had become a "drug store business," now combined bookselling with a delicatessen! With outrageous taste he displayed ham, sausages and all kinds of groceries in the window with books. There was "How to Mix Drinks" balanced precariously on three ginger-ale bottles, while an early edition of Rabelais adorned some canned peas. It had apparently amused him to surround "Is Sex Necessary?" with fresh eggs, and books of poetry were sentimentally ensconced among milk bottles and jars of honey. He was featuring some fresh hot cross buns which he labelled the "H. G. Wells buns" and a Kipling Herring Sandwich. On enter-

ing I found that the place looked like any ordinary restaurant. Nearly every table was filled and there was no noise except the rustling of pages and the usual masculine rhythm. Mr. Jorkins was bustling about the place. He had on a large, white apron and was busily cutting sandwiches. He had grown fat and I am sorry to say, seemed very pleased with himself. One of the waitresses offered me this menu:

COMBINATION BREAKFAST

25 c.

Coffee. Eggs, any style. Rolls.
One detective story.

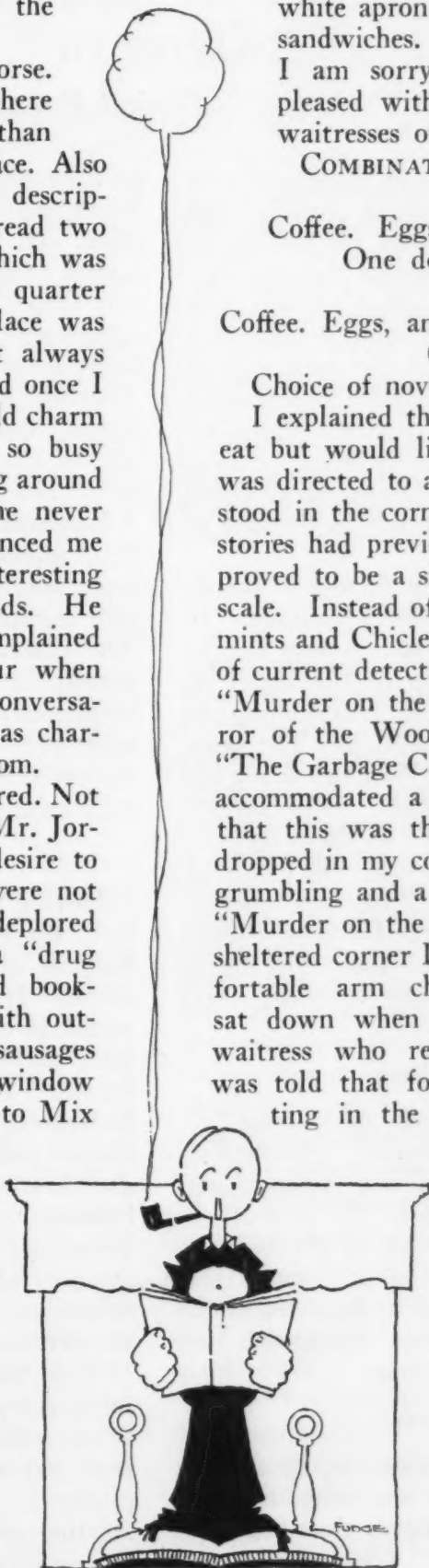
75 c.

Coffee. Eggs, any style. Grape Fruit.
Cereal.

Choice of novel or detective story.

I explained that I wished nothing to eat but would like to rent a book and was directed to a huge contraption that stood in the corner where the detective stories had previously been kept. This proved to be a slot machine on a large scale. Instead of Wintergreen, Peppermints and Chiclets, there appeared titles of current detective stories. There was "Murder on the Mantel Piece," "Terror of the Woolworth Building" and "The Garbage Can Murder." The slot accommodated a quarter. I made sure that this was the minimum rate, and dropped in my coin. There followed a grumbling and a growling and out slid "Murder on the Mantel Piece." In a sheltered corner I caught sight of a comfortable arm chair but had hardly sat down when I was accosted by a waitress who requested a quarter. I was told that for the privilege of sitting in the chair I must pay an additional fee!

A little later I found myself in court on a charge of felonious assault. It was with some satisfaction that I accepted the jail term. There is plenty of time in jail, both for reading and writing. I am well treated and service is free.



Small Bookshop Management

Franklin M. Watts

CHAPTER VII

Shop Finance—Capital Requirements

THE first problem in shop finance is correctly to estimate the total capital that will be required for the operation of the shop. Remember this caution: in all probability the original estimate will be too low. In order to be on the safe side it would be well to add the total capital requirements, then in addition add another 25% of the total as a reserve. This reserve will either be used in order to cover some deficiencies in estimates or it could be used for additional funds in the case of a growing business.

The next step in shop finance is spending the capital to the best advantage. In starting any new business it is very easy to dissipate a large portion of the funds on non-essentials. The profit attitude must be adhered to in any expenditure. The question should always be "Will this bring the business any more profits?" With limited funds it is never possible to do everything that is desired. If the funds aren't limited, it is good business policy to curb unnecessary expenses. The largest and wealthiest businesses owe much of their fortune to their policy of scrutinizing carefully every expenditure.

Remodelling

Most bookshops find that some remodelling will be necessary. Sometimes the landlord will pay for remodelling. More often he will not. If it must be done for the best interest of the business then any expense incurred is a capital expenditure. This should be item *one* in the list. Painting the room should be considered remodelling expense.

Fixtures

The next step is to estimate the amount to be spent on shelves and other fixtures. This will usually run higher than expected. Lumber is expensive. Carpenters draw

good wages and work none too rapidly. Then shelves must be painted and put in place. In addition to shelving there is the matter of chairs, desks, carpets, lamps, display tables, racks, and stock room racks and equipment. In making the layout of the floor space every item should be listed. Then the exact cost of each item should be added. Guessing is not satisfactory.

Equipment

Equipment includes a typewriter, letter files, a cash register, and the wrapping paper holder. All of these items except the cash register should be purchased for cash. The spaced payments on the register are usually advisable for then more service can be expected. However the total cost of the cash register should most certainly be figured even if it is decided to pay for the register in payments.

Supplies

During the first year in a shop it seems as if the purchase of supplies never ends. Supplies are most certainly capital requirements. It will be found that the total invested in supplies will not decrease as time goes on but will have a tendency to increase. The first group of supplies are housekeeping supplies. This includes furniture polish, dust cloths, brooms, snow shovel, window cleaner, water pail, towels, hammer, and covers for stock. It is best to be economical at first; as the business prospers additional money can be spent for housekeeping supplies. \$50 should cover the necessary initial amount.

The next group of supplies is the printing and stationery. Here is an opportunity to cut down expenditures. A large business can and should have a great multiplicity of forms. The small business just starting can have only a few. There is no reason why a letter head cannot suffice for

an order form and a bill form. Notices for the rental library can be sent on a plain post card as easily as a printed form. The necessary desk supplies won't run over a dollar. The beginning bookstore should keep the supply bill down to \$200. This supply bill includes all of the necessary accounting material.

Merchandise

The amount necessary for merchandise can be determined largely by the estimated volume of business. A two times turn is considered fairly satisfactory. A three times turnover is good. Much less stock in ratio to sales is not advisable. If we assume a total business of \$20,000 a year then \$10,000 should be the maximum stock. \$6,600 would be better. (These figures are at retail not cost—retail figures are constant and are used by department stores and other large retailers almost exclusively in figuring turnover, budgets, and sales performance. Only in figuring profits and listing assets is the cost of merchandise figures used). In a business of this size \$5,000 would be a fair estimate of the amount necessary for merchandise. When one makes an estimate for the amount necessary for merchandise this estimate should be considered the limit. The only reason for raising the amount spent for merchandise is an increased business.

Accounts

If a credit business is done the amount of total credit to be outstanding is included in capital expenditures. Some of the readers who are familiar with accounting practice may dispute this practice, so an explanation will be given. In accounting there has been a practice of classifying assets into two groups. One group is fixed assets which includes such items as real estate, leaseholds, and plant and equipment. The other is current assets. This includes cash, inventories, accounts receivable, and investments. Current liabilities include accounts payable, wages payable, and notes payable. An old rule of thumb used by bankers was to consider a company in good condition that had a ratio of current assets to current liabilities of 2 to 1. The amount of current assets over current liabilities is called "working capital."

Recent accounting practice goes a step further. Instead of considering the ratio of current assets, which includes inventories and accounts receivable, to current liabilities they consider the ratio of "quick assets" to current liabilities. "Quick assets" is that which can be readily converted in cash. Cash in the bank, investments in marketable securities are quick assets. A rule of sound finance is to have sufficient "quick assets" to cover all current liabilities.

Accounts receivable cannot be converted into cash immediately. It is just as necessary to have an allowance for the amount outstanding as it is to provide for funds to buy merchandise for resale. People do not pay their bills promptly. Some persons do, but the aggregate cannot be expected to be prompt. If \$1,000 worth of credit business is to be expected, \$2,000 should be allotted to this purpose. If at the end of a year it is found that less than \$2,000 can suffice then it can be withdrawn.

Organization

Any expenses that are incurred because of starting a business, that will not be incurred in the future, can be classed as organization expense. As they occur in the beginning of a business, they are rightly counted in the initial capital expenditures.

Rent will have to be paid during the period of alteration and placing of stock. Salaries will have to be paid during this period also. Then there will be the initial advertising appropriation. As it is for the start of the business it would not be fair to charge it to the first month's operations. In addition it is well to charge a portion of the first two months' cost of doing business to organization. An estimate of one half the anticipated expense can be placed in the organization expense.

The sum of capital requirements are:

1. Remodelling
2. Fixtures
3. Equipment
4. Supplies
5. Merchandise
6. Organization
7. A bank balance and enough to start the cash register the first day.

*Chapter VIII of Small Bookshop Management will be on
"Financial Policy"*

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

There Is Always Room for Books

INTO how many houses do we go where there is really no room for books, no wall space where shelves could stand that would comfortably hold all the books that the average family would purchase. The booktrade has accepted the common remark that books take too much room and we have become almost apologetic about it.

How many of these overcrowded rooms are there actually in the houses of the friends whose houses you visit? Not very many. A set of shelves in a three-foot wall space will supply space for well over one hundred books, many more than most people will acquire in two years. There is room for three such book shelves in an average living-room. Then there is the hall and the bedroom and of course the children's room.

Every year these shelves will be thinned out and the books that will not be wanted for future uses will be sent to the local public library, to some needy library in a distant village or sold to the second-hand dealer. Annual winnowing is a salutary process of re-evaluation. The best will survive.

Time was when books were all provided with glass-doored bookcases, and it cost a

hundred dollars to shelter a couple of hundred books. But the built-in bookshelves and moveable open bookshelves are now the popular method of caring for books. They do not protrude into the room, they can be readily adapted to any space, they bring the pleasant color of bindings to a room's decoration.

It should continue to be the plan of publishers, booksellers and all professionally interested in books to emphasize the fact that "There is always room for more good books."

On Exchange or Consignment

ALONG with the question of price levels the question of the return privilege will be a fighting topic in the booktrade this fall and will give the publishers much worry.

The new discussion of consignment merchandising arose with the great success in the marketing of remainders in chain drug stores by means of the consignment policy. These stores give their space on consignment basis, chiefly, and only by that method could such wide-spread and effective display have been secured for these "jobs."

Is this new type of outlet to be energized only by the consignment method? Are the new fiction dollar books being offered to drug stores and to other types of new outlets on the straight consignment basis? Such arrangements with one type of outlet must be extended to all accounts and the department stores which, with the drug stores, form the readiest outlet for dollar merchandise, will be the first to insist on this equality of terms. But the department stores, unlike the drug stores, are outlets for general new books at varying prices, and the question will immediately come up as to how far the system is to be extended.

Several publishers have announced that they are going to give *exchange* terms on fall orders, these terms applying to new books only and subject to return only if other goods are ordered. This plan keeps the publishers' gross business up and should give a wider representation of the new books than would otherwise be secured. But exchange terms differ from consignment terms such as drug store outlets are said to insist upon, and outright consignment cannot be given to one outlet without giving to all, and through whatever channel

distributed. We then have a new element of expense introduced in the cost of book distribution that would offset much of the gain from large production.

It is asserted by some that the consignment method is what has built up the distribution of magazines, but it must be remembered that it is easier to forecast what the percentage of returns will be on a magazine than on books, each one of which is different from every other. The consignment method of selling would be a more radical experiment than putting out new books at almost the price of a reprint. It would take great foresight to make it a permanent success and it must be tried with even-handed justice to all outlets, or we will have an episode like Aesop's dog and the bone on the bridge.

Great Novels

A LIST of the "sixty great novels of all time" released this week by William H. E. Lamont, professor of English in Rutgers College, ought to hold interest for booksellers in that it will certainly create excellent publicity for the so-called classics, and also offer opportunity for discussion in bookshops of what books written in the last decade have a chance of lasting for "all time." For Mr. Lamont has included in his list six titles appearing in the last decade. Of course, it is obviously a matter of speculation as to whether, for instance, Arnold Zweig's "Case of Sergeant Grischa," published in 1928, will last for "all time."

A bookseller might stimulate interest in really good books which are not old, not new, but just out of fashion, such as Dreiser's "Jennie Gerhardt," Edith Wharton's "House of Mirth," or Sigrid Unset's "The Bridal Wreath," by suggesting to the browsing customer the possibility of such books as these becoming classics. Remembering Mr. Lamont's list and what it did not include among the important moderns, the bookseller might say, "It was interesting to note that Willa Cather's 'My Antonia' was not included, though Cabell's 'Jurgen' was. Certainly Cather should have been. . . . You have not read it? There is a copy, on that table to your right."

Start Visiting

ONE bookseller has told us recently that he had visited every smart shop he could find within auto ride of his own to see what he could find in the way of adaptable ideas. Seldom had he found such a journey unrewarded and in many ways he had been able to better his store display and arrangement by borrowed methods.

More merchants could well benefit by the education of travel. July and August are the travel months. Why not visit half a dozen shops with eyes open? Enter strange shops first with the eye of a customer. How does the shop catch the eye of the passer-by? How does it arrange its windows? Does it use signs and prices? What is the arrangement of the aisles. What stock is at the front; how are customers attracted to the shelves; what lines does it feature? Make an inquiry and a purchase and see if you are well served. Then meet the proprietor and swap experiences. Why should not summer provide visiting days for retailers?

Personal Selling in a Dull Season

A BROOKLYN bookseller writes us that he cannot sell Dollar Books but has had great success with one new fiction and one new non-fiction title. He enclosed a post card advertising "The Young and Secret" with his first of July statement. On it he wrote: "This is clean, clever and entertaining. You will want it. A good gift for anyone." As a means of encouraging prompt settlement of monthly accounts, it worked. The response was immediate, so that half of the shop's outstanding accounts were paid by July 7th, checks being sent with orders for the book. One man telephoned an order from a Long Island town 60 miles away. The first order was sold out within a week, "a gratifying record for this dull year and at this dull season with almost everyone out of town." A personal hand written letter to customers also sold Owen Wister's "Roosevelt." The first day fifteen letters were sent and brought six telephone orders before 10 o'clock and six more during the day.

The New Inner



Above is the outer reception hall of Simon & Schuster, New York publishers. One steps directly into this hall from the elevator. Beyond the right grating can be seen the reception room with its comfortable chairs. Below is Mr. Simon's office, close by the Inner Sanctum



Sanctum: 386 Fourth Ave.



Above is the Inner Sanctum, by all odds the best advertised and most famous single room known to modern publishing. The Inner Sanctum is quite properly designed around its bookshelves built into the panelled walls. Below is Mr. Schuster's office, close by on the other side of the Inner Sanctum





"Little Girl" Texas Guinan witnesses the signing of the contract for Carl Van Vechten's new novel, "Parties," which Alfred A. Knopf, at left, will publish on August 15th

In the Bookmarket

DUCHESSSES on trek anywhere, to Africa, the baths at Baden-Baden, to the end of the parlor-car to get a drink of water, to Abyssinia, have a certain fascination for us. Vittoria Colonna, Duchess of Sermoneta, Lady in Waiting to the Queen of Italy, not so long ago left Rome to do a bit of trekking about Abyssinia. During the three months in Abyssinia reports say that she did not see another woman. There were no ladies in waiting, though at one point the caravan was attacked by natives, presumably of the male sex. She spent a great deal of time leading the simple life, always sleeping out of doors. Her experiences will be published in book form. "Things Past," the Duchess' volume of memoirs, was published last fall by *Appleton*. Vittoria was born a Colonna, the oldest princely house in Rome. Historic family rivals of the Colonna house were the Orsini and the Caetani. Vittoria married a Caetani, from whom she is now separated. She lives, when in Rome, in the old Orsini

Palace. The House of Colonna would seem to have prevailed, through marriage, trekings and memoirs. ❀ ❀ ❀

Speaking of royalty, Lady Eleanor Smith's first novel "Red Wagon" which found an immediate audience in England and appeared in this country last month under the imprint of *Bobbs-Merrill*, has been banned in Glasgow, Scotland. The libraries commission there did the objecting. This is the first public adverse criticism of the novel which has yet appeared. The book is a novel of circus life. Lady Eleanor is young, the daughter of Lord Birkenhead. ❀ ❀ ❀

Harry T. Brundige, the *St. Louis Star* reporter who has been advising the city of Chicago, in a series of articles on racketeering, that Chicago newspaper men are in the pay of the gangs, offers, through *E. P. Dutton and Company*, "Twinkle, Twinkle, Movie Star," a series of biographical sketches of screen actors and actresses. Mr. Brundige seems to be good at this sort of thing. He has been recently

in Havana writing up Al Capone, from which place he was lured by a summons from the Chicago Courts to appear before the Grand Jury and tell whatever he might happen to know about the murder of Alfred J. Lingle, Chicago *Tribune* reporter. ❀ ❀ ❀

Richard Halliburton is to go into the movies,—“The Royal Road to Romance,” that is, will be put on the screen by the Fox Film Company. To reproduce Halliburton's various escapades, cameramen will be sent all over the world where the scenes of the travelog are laid. To make the picture less of a newsreel, a hero and heroine will be introduced. In other words there will be a love story interwoven with the scenery. Mr. Halliburton has been engaged for a period of ten weeks to assist in the production of the picture. ❀ ❀ ❀

Lydia Huntley Sigourney, in the 40's, was a best selling American author. Producing in great quantity, (2,000 articles to 300 publications; more than 50 books) she was a sought-after contributor to Godey's *Lady's Book*, the *Ladies' Companion* and *Grahams*. She met Carlyle, she talked about Hartford, Conn., her home city, with Loujs Phillipe, and received a diamond bracelet from the Queen of France. She knew Wordsworth, Edgar Allan Poe and Lafayette. Now she has become one of those ghostly figures of adolescent America. And the time has come when a biography “The Singer of Hartford,” by Gordon S. Haight, from the *Yale University Press*, (October) ought to hold much interest for everyone, including ladies who collect early American furniture and paste Godey prints on wastebaskets. ❀ ❀ ❀ George Vernadsky's “History of Russia” is being reissued in a revised edition. (*Yale*). ❀ ❀ ❀

George Gershwin and Ralph Barton, in combination, will be presented by *Simon and Schuster* in the fall. The book is to be called “A Book of Songs” and will include sixteen of Gershwin's outstanding numbers. Previous to the *Simon and Schuster* popular edition *Random House* will publish a limited edition. ❀ ❀ ❀

Grosset & Dunlap are going to publish Remarque's “All Quiet on the Western Front” in a 75c., reprint edition, which will have the attraction of being an unexpurgated edition, the text used being the

original English one. People who were curious about the censored passages of the abridged American (*Little, Brown*) edition will be able on August 1st to legally secure the full text. ❀ ❀ ❀

Commenting on “Kiki's Memoirs,” which has an introduction by Ernest Hemingway, in the *New York World* of July 22, brought Harry Hansen innumerable telephone calls asking for the whereabouts of this volume, which of course ranks as a Hemingway first edition. Mr. Hansen states that *Random House* has arranged for a shipment of 150 copies, due here in a week. The Hemingway article does not appear in the French edition (*Edward Titus*), and hence for collectors only the English edition will be of value. ❀ ❀ ❀

Siegfried Sassoon's new novel from *Coward-McCann*, “The Diary of an Infantry Officer” has been changed in title to “Memoirs of an Infantry Officer.” It will be published on October 10th. ❀ ❀ ❀ McKinlay Kantor, another fall *Coward-McCann* author, who got his first taste of public recognition by contributing to the Linotype column of Chicago's *Tribune*, and who subsequently wrote “Diversey,” *Coward-McCann*, 1928, has a new book ready for early August publication. “El Goes South” is another Chicago story. It was written in the quiet backwaters of Berwick, Iowa. ❀ ❀ ❀

Coningsby Dawson, author of “Fugitives From Passion,” *Doubleday, Doran*, has retired from Newark, N. J., to the more romantic environs of the Canadian Rockies of British Columbia. There he works in seclusions, miles and miles from a railroad and a telephone. He is, however, disturbed occasionally by bears. Mr. Dawson's next book, called “The Auctioning of Mary Angel” is to be a *Doubleday, Doran* new dollar book. And speaking of these new dollar books, somehow we overlooked William T. Tilden's “Glory's Net,” published last month. ❀ ❀ ❀

The Lakeside Press (R. R. Donnelley & Sons Co.), have announced that they are to print a trade edition of “Moby Dick” which was previously reported as being only available in a limited edition. The trade edition will be a smaller book than the limited edition and will contain the same number of illustrations. It will be one volume instead of three.

The Sixty "Great Novels"

PROFESSOR WILLIAM H. E. LAMONT of the English department of Rutgers College in New Brunswick, N. J., has drawn up a list of what he considers to be the "sixty great novels of all time." The list includes authors from eight countries; the United States, Russia, France, England, Norway, Sweden, Italy, Germany. Seventeen of these novels were written since 1900, six of them in the last decade. Arnold Zweig's "Case of Sergeant Grischa" is the latest publication included. The selections, with publication dates, are as follows:

- Fielding, "Tom Jones" (1749).
- Goethe, "Wilhelm Meister's Apprenticeship" (1796).
- Austen, "Pride and Prejudice" (1813).
- Scott, "Guy Mannering" (1815), and
- "Heart of Midlothian" (1818).
- Cooper, "Last of the Mohicans" (1826).
- Manzoni "The Betrothed" (1826).
- Hugo, "Notre Dame" (1830) and "Les Misérables" (1862).
- Balzac, "Père Goriot" (1834) and
- "Cousine Bette" (1846).
- Beyle, (under the pseudonym Stendahl),
- "Rouge et Noir" (1830).
- Dumas, "Three Musketeers" (1844).
- Brontë, Charlotte, "Jane Eyre" (1847).
- Brontë, Emily, "Wuthering Heights" (1847).
- Thackeray, "Vanity Fair" (1848) and
- "Henry Esmond" (1852).
- Dickens, "David Copperfield" (1850) and "Great Expectations" (1861).
- Hawthorne, "Scarlet Letter" (1850).
- Melville, "Moby Dick" (1851).
- Freytag, "Debit and Credit" (1855).
- Flaubert, "Madame Bovary" (1856)
- and "Salammbô" (1864).
- Eliot, "Adam Bede" (1859).
- Reade, "The Cloister and the Hearth" (1861).
- Turgenev, "Fathers and Sons" (1861) and "Virgin Soil" (1876).
- Dostoevsky, "Crime and Punishment" (1866) and "Brothers Karamazov" (1880).
- Tolstoy, "War and Peace" (1869) and "Anna Karenina" (1876).
- James, "The American" (1877).
- Hardy, "Return of the Native" (1878) and "Tess of the D'Urbervilles" (1891).
- Meredith, "The Egoist" (1879).

- Zola, "Nana" (1880).
- France, "The Crime of Sylvestre Bonnard" (1881).
- Twain, "Huckleberry Finn" (1884).
- Howells, "Rise of Silas Lapham" (1884).
- Sudermann, "Dame Care" (1888).
- Verga, "House of the Medlar Tree" (1901).
- Lagerlöf, "Gosta Berling's Saga" (1894).
- Mann, "Buddenbrooks" (1901).
- Rolland, "Jean Christophe," Vol. 1 (1904).
- Conrad, "Nostromo" (1904).
- Wharton, "House of Mirth" (1905).
- Bennett, "Old Wives' Tale" (1908).
- Dreiser, "Jennie Gerhardt" (1911).
- Proust, "Swann's Way" (1913).
- Lawrence, "Sons and Lovers" (1913).
- Maugham, "Of Human Bondage" (1915).
- Nexø, "Pelle the Conqueror" (1916).
- Cabell, "Jurgen" (1919).
- Wassermann, "World's Illusion" (1920).
- Hamsun, "Growth of the Soil" (1920).
- Undset, "The Bridal Wreath" (1920).
- Galsworthy, "The Forsyte Saga" (1922).
- Glasgow, "Barren Ground" (1925).
- Zweig, "Case of Sergeant Grischa" (1928).

This list will be furnished to the leading libraries of the country.

A. L. A. Yearbook

"CHILDREN'S Library Yearbook No. 2," just published by the A. L. A., presents the future of library work with children in the light of swiftly changing aims and methods of child study. Sarah C. N. Bogle, assistant secretary of the A. L. A., points out that training for children's librarianship should cultivate an open mind toward psychological research and educational trends, as well as a thorough understanding of the larger library program.

As a part of this larger program, children's books are viewed as bonds between nations by Blanche Weber, secretary of the International Bureau of Education, Geneva, Switzerland. Ways in which to interest the Parent-Teacher Associations in the wide scope of library service are indi-

cated by Clara W. Herbert, chairman of the A. L. A. committee on cooperation with the N. C. P. T. Additional community contacts through church schools, Girl Reserves, Campfire Girls, Girl Scouts, and Boy Scouts, are suggested by Eva G. Leslie of Los Angeles.

Children's book week; another of the newer activities of library work with children, is appraised by Clara Whitehall Hunt of Brooklyn. Evaluation of the ever increasing number of children's books published annually is discussed by Alice M. Jordan of Boston. Anne Carroll Moore of New York tells in a personal and informal way how the Caroline M. Hewins Scholarship for Children's Librarians came into being, and Effie L. Power of Cleveland, describes the new E. P. Dutton Fellowship for children's librarians. Helen Martin, also of Cleveland, pays tribute to Frederic Melcher for his vision in presenting the Newbery medal.

Several half-tone illustrations add to the book's attractiveness. Another interesting feature is a directory of approximately 900 children's librarians. The "Yearbook" was compiled by a committee consisting of Annabel Porter, Seattle; Helen Ingersoll, Denver; Mary S. Wilkinson, Baltimore; Eva G. Leslie, Los Angeles; and Effie L. Power, Cleveland. The "Yearbook" is bound in heavy paper and priced at \$1.35.

Price Corrections for the American Educational Catalog

Page 171

White and Hanthorn. Do and Learn Readers:

Primer—Boys and Girls at Work and Play	\$0.60
First Reader—Our Friends at Home and School68
Second Reader—Stories of Animals and Other Stories80
Third Reader — Interesting Things to Know88

Page 160

Suzzalo, Freeland, McLaughlin & Skinner. Fact and Story Readers:

Book One	\$0.68
Book Two76
Book Three84

Argus Books Wins Its Case Against A. M. Harris

ARGUS BOOKS, of Chicago, was granted a permanent injunction against A. M. Harris, trading as Harris International Booksellers, Modernage Book Corp., Polygraphic Co., of America, Inc., in the District Court of the United States, Southern District of New York. The injunction established the complete and exclusive right of Argus Books to "The Collected Tales of Pierre Louys" and restrained the defendants from distributing any copies of their infringing edition.

Liveright Adds Pictures to His Interests

CONTRARY to the report, printed in the New York *World* for July 18th, that Horace Liveright was withdrawing from the publishing firm bearing his name to go to Hollywood to enter the picture industry, Mr. Liveright says that he has no intention of leaving the publishing business. The confusion arose from the fact that he is completing plans to go to California for an extended business trip during which he will take up new duties as a member of the production department of the Paramount Publix Corporation. He will continue as director and chairman of the executive committee of Horace Liveright, Inc.

The publisher also stated to the *Publishers' Weekly* that he now has under consideration the addition of several important men to his New York office. These names will be revealed as soon as an agreement has been reached.

The Byrd Expedition

AN interesting booklet of 71 pages on "The Work of the Byrd Antarctic Expedition 1928-1930" has just been issued by the American Geographical Society. The booklet describes briefly the accounts of the flights and sledge trips made by the Expedition and is generously illustrated by maps. The booklet was prepared by the National Process Co. Inc., and printed by their Photo-Offset Process. The copy as furnished consisted of:

1. Manuscript copy for the pages which were set in type.

2. Clippings taken from the N. Y. *Times* (reproduced to type size).
3. Original drawings of charts and graphs which were reduced photographically and inserted in the text.
4. Manuscript copy for the material which was typewritten in their typing department.

By the use of the Offset Process, a very appreciable saving was made not only in original plates and printing, but also in the use of an excellent Antique paper costing much less than the coated stock which would have been necessary for letter press printing.

Dorrance Competition

THE search of Dorrance and Company for the "Uncle Tom's Cabin" of Prohibition, inaugurated about a year ago in the posting of an offer of \$1,000, plus royalties, for the best novel either for or against prohibition, is still on. No manuscript submitted was considered by the judges worthy of the award, and the time limit has been extended to November 20th. Strangely enough only five per cent of the contestants to date have had "wet" sympathies.

Late summer and early fall publications of this house include "Germany in the Post-war World," by Dr. Erich Koch-Weser, the leader of the Democratic Party in the German Reichstag, and the statesman who introduced Dr. Nicholas Murray Butler to that body on the occasion of the latter's recent visit to Berlin: "Prohibition Punches," a list of drinks within the law compiled by Mrs. Roxana B. Doran, wife of the former Prohibition Commissioner James M. Doran, containing recipes by such celebrities as Major General Smedley D. Butler, Mrs. George T. Strawbridge of Philadelphia, Mrs. Mabel Walker Willebrandt, Mrs. James J. Davis and even one by Thomas Jefferson; "The Reminiscences of a Marine," the autobiography of Major General John A. Lejeune, until recently Commandant of the Marine Corps, announced for early October; a biography of the great military engineer, Major William L. Sibert, by Colonel Edward Brayton Clark, for August; a new grudge book, "Auction and Contract Bridge Combined and Simplified," by Dr. William J. Merrill; and the autobiography

of Richard Bartholdt of St. Louis, "From Steerage to Congress," which is scheduled for October.

Barnes & Noble

JUST thirteen years ago this month G. Clifford Noble and W. R. Barnes organized *Barnes and Noble, Inc.*, to carry on the book-business formerly conducted by Hinds & Noble.

Incidentally a contract was arranged under which the business of Noble and Noble, publishers, should be operated jointly with that of Barnes & Noble.

The business of both houses has developed so largely as to make it inadvisable to continue this joint operation. Hence the two concerns have been separated. And in order that Mr. Noble may be relieved of some of his responsibilities and be able to devote full time to his publishing activities he has resigned as director and as Secretary and Treasurer of Barnes & Noble, Inc., and has sold his interest in the company to John Wilcox Barnes.

Effective July 15th the officers of Barnes & Noble, Inc., are W. R. Barnes, President and Treasurer; J. W. Barnes, Vice President and Secretary.

Communications

I

DIRECT MAIL "SURPRISE PACKET"

Rogers, Hinman & Thalen Inc.,
67 Irving Place, New York, N. Y.,

July 15, 1930.

Editor, *Publishers' Weekly*:

A paragraph by Ellis W. Meyers, Executive Secretary of the American Booksellers' Association, on page 182 of the July 12 issue of the *Publishers' Weekly* has been brought to my attention.

Contrary to Mr. Meyers' prophecy that the plan is not going to bring a very good return, I should like to point out that 17 of the 20 subscribers to our first packet received satisfactory returns. I enclose a reprint of an article in the July 9 issue of *Advertising & Selling*, in which the particulars are given.

Mr. Meyers does not understand that the packet cannot be said to compete with the bookstore. Many of the cards are used for the purpose of sending people to

the bookstores, the incidental direct mail sales giving them only a small return of their money, as in the case of advertisements in the *New York Times Book Review*.

The other books advertised are not carried by bookstores, being educational books or sets that move too slowly through the retail trade for that kind of distribution.

Generally speaking, anything that moves books at all is good for the trade in general, and I should say that our "Surprise Packet" helped the trade in that it provided another market place for the buying and selling of books.

A direct mail order business conducted by a publisher has always been cause for dissension on the part of retail bookstore proprietors; and although it has been proved many times over that any mail order effort helps the bookseller more than the mail order advertiser, they simply cannot be made to believe it. I believe that it is the consistent disregard for modern selling and promotion methods, the refusal to accept and put into operation interesting new selling ideas on the part of the bookstores—that has caused the New York publisher, in desperation, to turn to other sources of distribution for his wares.

I wish to call your attention to a circular enclosed, describing the particulars of our third packet. In this circular we list some of the publishers who have subscribed to our packets.

If the booksellers were to boycott the publishers who use our packet, they would not have any books to sell.

As the packet has created a tremendous discussion in the trade, and amongst the members of the Hundred Million Club and other organizations, I should think that this reply to Mr. Meyers' allegations might be interesting to your readers. In any event, I should be pleased to have you publish this letter, in full or in part, if you deem it wise.

Sincerely yours,
JOHN L. ROGERS, *President*.

II

PACIFIC COAST TRANSPORTATION

Editor, *Publishers' Weekly*:

May I express my thanks for the article in the *Publishers' Weekly* of June 14th on

the Pacific Coast Transportation Problem, in which you gave an account of the Western Traffic Conference Book Consolidation Group?

I am sure that you will be interested in knowing that within the last three weeks the membership in this group has grown from 28 to 66 members, and there are applications still on file for more.

As a result of the activity and with the cooperation of the members, the first sailing of the official carrier, the Dollar Line, carried 40 tons out of Boston and 14 tons out of New York. This means that a saving of the difference between the LCL and carload was effected. This just shows what can be done by cooperation and let us hope that any booksellers who have not yet sent in their applications will do so when they realize that here is a chance for them to save money on transportation.

Thanking you and the *Publishers' Weekly*, I am,

HARRISON LEUSSLER,
*Chairman, Book
Consolidation Group.*

Obituary Notes

ANDREW JACKSON GRAY, JR.

ANDREW JACKSON GRAY, JR., president of the Johnson Publishing Company, Richmond, Virginia, died at his home, in Richmond, on June 18th. He had been with the publishing firm for more than forty-two years.

PERCY A. BEACH

PERCY A. BEACH, Middle West and Southern salesman for E. P. Dutton & Co., Inc., died on Tuesday, July 15th at the Congress Hotel in Chicago. He had been connected with Dutton's since 1926, when he entered the firm as salesman in the educational department, calling on the college trade throughout the country.

EARL WRAY PETTYS

EARL WRAY PETTYS, New England and Middle Western salesman for E. P. Dutton & Co., Inc., died suddenly Sunday, July 13th, while swimming at Jones Beach, L. I. He is survived by an aunt and uncle. Mr. Pettys entered the employ of Dutton's in 1922 and with the exception of a few intervals, had been constantly in the employ of the firm since then.

Changes in Price

THE CENTURY CO.

"The Land of Mystery" by Cleveland Moffett from \$1.75 to \$2.00.

"Changeling: And Other Stories" by Donn Byrne from \$2.00 to \$2.50.

"The Wind Bloweth" by Donn Byrne, from \$2.00 to \$2.50.

D. APPLETON & COMPANY

"Cap'n Eri," Joseph C. Lincoln, increased from \$2.00 to \$2.50.

Business Notes

ATLANTA, GA.—Atlanta Life Book Shop, Parks Rusk, Carnegie Way, will open August 20th. This bookshop is being started by the publishers of Atlanta Life, the weekly review.

ATCHISON, KANS.—Johnson Bookstore, 520 Commercial Street, recently purchased by R. G. Walters and is now known as Walters Book & Music store.

BIRMINGHAM, ALA. — Old Curiosity Shop, 422 North 19th Street, owned by C. H. McKinnon, sold to G. S. Vaughan, April 1st.

CLEVELAND.—The Arthur H. Clark Company, 4027 Prospect Ave., will move,

on July 15th, to 1214 Brand Blvd., Glendale, Cal. The firm has erected a new plant in Glendale where it will continue to publish the same lines as in the past.

NEW ORLEANS.—Pelican Book Shop, formerly at 407 Royal Street now at 220 Baronne Street.

NEW YORK CITY—Jennie Kowalsky Book Store & Circulating Library, 1444 Vyse Avenue, opened with fiction, children's books and few general books for sale and rental library.

NEW YORK CITY.—Alex and Sara Field Bookshop at 1686 Bryant Avenue, moved to 17 East 14th Street. It is now known as Alpha Book Company.

NEW YORK CITY.—Abrahams Book Store, 145 Fourth Avenue, is now located at 93 Fourth Avenue.

SAUGATUCK, MICH. — Marguerite Shoppe, Marguerite Coe, opened with circulating library and fiction.

SOUTH HAMPTON, N. Y.—Book Shop, 66 Jobs' Lane, summer branch of New York Children's Bookshop, 107 East 57th Street, New York City.

READY OCTOBER 1

The American Library Directory, 1930

Thoroughly revised and considerably extended. The most complete directory in its field ever published. The 14,000 addresses include all public libraries in the United States and Canada, also Educational and Professional Libraries as well as those in High School; Business and other Special Libraries and Miscellaneous Libraries, all in classified groups.

Information is given as to the number of volumes in each library, the name of the librarian, annual income, yearly expenditure for books and mention of all special collections, etc.

About 600 pages, 8vo. Cloth.

Price \$12.50 Net.

Early orders solicited

R. R. BOWKER CO.

62 West 45th Street

New York City

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

DURING this midsummer heat when tennis and golf are impossible and the best recreation is to be found with an electric fan, an iced drink and a good book, the publishers are offering their light fiction and non-fiction. Doubleday, Doran brought out fifteen of their new dollar books this week. See *Curwood, MacDonald, Mackenzie, Raine, Rohmer, Wallace*, and others. Then there are detective stories and pleasant fiction from other publishers listed under *Horler, Wentworth, Meynell, Everton, Brook*, and *Mackail*. *Langston Hughes*, the poet, has written his first novel, a story of a Negro family in a middle-western town.

Judge's Second Cross Word Puzzle Book provides humor and entertainment for the vacationist. "So I Said to Mr. Morgan" by *Shepard* tells the hilarious story of a stock operator in Wall Street and out. The new series of *Cheerful Cherub* verses and pictures, the first book of which was so popular, have just been published. See *McCann*. To the detective story lover, who also likes tales of real crimes, the bookseller can offer *Ashton-Wolfe's* thrilling accounts of cases in France in which he acted as investigator.

For those on their way to vacation-lands, or the less fortunate ones who still like to sit at home and read about their favorite spots you can feature "the intimate story of Alaska," surely appealing in this weather, by *Davis*, and "New England Vista" by *Walter Prichard Eaton*. A book of life on Cape Cod fifty years ago is sure to be interesting to anyone who

has spent even a few days there, for it only takes a short time to make a Cape Cod enthusiast. See *Smith*. The author of "Paris on Parade," *Robert Wilson*, has selected the "gustatory chapters" from that book, and with new material, made a handy little volume, "How to Wine and Dine in Paris."

Frantic parents who demand picture books to keep the little ones quiet will be pleased with attractive new volumes by *Berry*, and *Dalglish*. For older children there are new and unusual stories by *Hewes* and *Slaughter*. *Catherine Miller*, whose ideas for amusements of all kinds are always original, has a new book "Stunts of All Lands."

More serious books of the week include the best-seller in non-fiction in England, "A Brass Hat in No Man's Land," *Brig. Gen. Crozier's* own view of the War; a study of an important world problem, English rule in India, by *Osburn*; a biography of Hindenburg by *Goldsmith* and *Voigt*; an original study of the Napoleonic era by *Johnston*, and the educational edition of *Beard's* "The Rise of American Civilization," published at \$4. "A Source Book for Vocational Guidance" by *Watson* is a valuable reference work.

Along literary lines is a volume of *Elizabeth Barrett Browning's* letters to her sister, edited by *Leonard Huxley*. *Frank Harris's* story of *Oscar Wilde* is an important contribution to the study of the period. "Pen Names and Personalities" by *Marble* has its special audience of those interested in the by-paths of literature.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 obl., nar., designate square, oblong, narrow).

The Weekly Record of July 26, 1930

A. E., pseud. [George Russell]

Enchantment, and other poems [lim. ed.]. '30 N. Y., Random House \$7.50

Adams, Eustace L.

The flying windmill. 224p. front. D (Andy Lane ser.) [c.'30] N. Y., Grosset 50 c.

Anson, Peter Frederick

Fishing boats and fisher folk on the east coast of Scotland; il. by the author. 309p. (2p. bibl., bibls.) il. (col. front.), map, diagrs. O [c.'30] N. Y., Dutton \$3.75

Information about the history and methods of fishing in that region.

Aristotle: Longinus, Cassius

Aristotle's Poetics: Longinus on the sublime; ed. by Charles Sears Baldwin; tr. by Ingram Bywater and W. Rhys Roberts. 146p. D (Modern readers' ser.) c. N. Y., Macmillan 80 c.; half lea., \$1.25

Aryabhata

The Aryabhataiya of Aryabhata; an ancient Indian work on mathematics and astronomy; tr. by Walter Eugene Clark. 119p. (bibl. footnotes) diagrs. D [c.'30] Chic., Univ. of Chic. Press \$2.50

Ashton-Wolfe, Harry

The thrill of evil. 308p. il. O c. Bost., Houghton \$3

A criminologist tells the stories of actual cases in which he has had a part.

Banks, Charles Edward

The Winthrop fleet of 1630 [lim. signed ed.]. 132p. il., maps Q '30 Bost., Houghton bds. \$7.50

Baroja y Nessi, Pio

Las inquietudes de Shanti Andía; ed. by Laurence D. Bailiff and Maro Beath Jones. 234p. (bibl.) il. D (Univ. of Chic. junior college ser., Spanish) [c.'30] Chic., Univ. of Chic. Press \$1.50

A story of the sea edited for use in late first-year or early second-year Spanish courses.

Beard, Charles Austin, and Beard, Mary Ritter [Mrs. Charles Austin Beard]

The rise of American civilization [college ed.]. 866p. (36p. bibl.) il., maps (col.) O '30, c.'27, '30 N. Y., Macmillan buck. \$4

Maps and a bibliography have been added for the convenience of students and teachers.

Beatus

Beati in Apocalpsin; libri duodecim; ed. by Henry A. Sanders. 681p. il. O (Papers and monographs, v. 7) '30 [N. Y.] Amer. Acad. in Rome, Rm. 1432, 101 Park Ave. \$4

An edition of a commentary on the Apocalypse of an 8th century monk of northern Spain.

Bernbaum, Ernest, ed.

The earlier Victorian period. 410p. T (Nelson's Eng. ser.) '30 N. Y., Nelson \$1

Berry, Erick

Penny-Whistle; il. by the author. no p. il. (col.) O c. N. Y., Macmillan \$1

A nonsense tale about a little black boy, Penny Whistle.

Bierce, Ambrose

Battle sketches, reminiscences of the Civil War [lim. ed.]. il. (Shakespeare Head Press) '30 N. Y., W. V. McKee bds. \$25

Bodansky, Meyer

Introduction of physiological chemistry; 2nd ed. 542p. O '30 N. Y., Wiley \$4

Bonner, Robert Johnson, and Smith, Gertrude Elizabeth

The administration of justice from Homer to Aristotle; v. 1. 399p. (bibl. footnotes) O [c.'30] Chic., Univ. of Chic. Press \$4

The origin and development of legal processes among the Greeks and a history of the Athenian judiciary.

Brody, Catharine

West of Fifth. 318p. D c. Garden City, N. Y., Doubleday, Doran \$1

Grace Kline, writer of motion picture and dramatic publicity, lived between Broadway and Fifth Avenue and knew how to get what she wanted whether it was love or a better job.

Brook, Barnaby, pseud. [Collin Brooks]

Prosperity Street. 316p. D c. N. Y., Minton, Balch \$2.50

The story of a young man's progress from gay poverty to the prime ministry of England and the conflicts which it brought.

Browning, Elizabeth Barrett

Elizabeth Barrett Browning: letters to her sister, 1846-1859; ed. by Leonard Huxley. 369p. il. (pors.) O [c.'30] N. Y., Dutton \$5

A collection of hitherto unpublished letters, written to her sister Henrietta, the first of them being written directly after her marriage to Robert Browning.

Bryans, John Kennedy

Shadowkids at play; pictures and verses. 96p. il. S [c.'30] N. Y., Platt & Munk bds. 75 c.

Burton, Beatrice Payne

Lovejoy. 309p. D c. Garden City, N. Y., Doubleday, Doran \$1

A marriage for love is almost wrecked by a luxury-loving fast set, which the poor but happy young couple meets.

American law reports annotated; vs. 64, 65. 1638p; 1631p. '30 San Francisco, Bancroft-Whitney Co. buck. \$7.50, ea.

Anthony, Arthur Bruce

Economic and social problems of the machine age. 88p. (7p. bibl.) O (Soc. science ser., no. 3) [c.'30] Los Angeles, Univ. of So. Cal. Press \$1.50; pap., \$1

Beattie, W. R.

Muskmelons; rev. 40p. il. (Farmers' bull. 1468) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Brink, William G.

Direction and coördination of supervision; current practices of city superintendents. 130p. (bibl.) O (Northwestern Univ. contribs. to educ., School of Educ. ser., no. 3) [c.'30] Bloomington, Ill., Public School Pub. Co. \$1.50

Bull, Paul B.

Instructions on the atonement. 152p. S [n.d.] Milwaukee, Morehouse Pub. Co. pap. 60 c.

The way of conversion; being mission sermons and instructions for home reading. 204p. S [n.d.] Milwaukee, Morehouse Pub. Co. pap. 80 c.

Burton, Sir Richard

The sotadic zone [lim. ed.]. '30 N. Y., Panurge Press \$5

Carothers, Neil

Fractional money. 362p. D (Wiley social science ser.) '30 N. Y., Wiley \$4

Carver, George, and others, eds.

The stream of English literature; introd. by Edward A. Fitzpatrick. 394p. O [c.'30] Bost., Heath \$2.40

An anthology for college use, with emphasis upon Catholic writers.

Casal, Mary

The stone wall; an autobiography. 227p. O c. Chic., Eyncourt Press \$3.50

A woman's account of her sexual life explained psychologically upon the basis of her adolescent experience.

Chalmers, Stephen

The affair of the gallows tree. 297p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

A mystery laid in the mountains of California.

Chandlery, P. J.

Saint Joseph, beloved of God and man. 158p. front. D '30 St. Louis, B. Herder bds. 75 c.

Child's emotions (The); proceedings of the Mid-West conference on character development, February, 1930. 416p. D [c.'30] Chic. Univ. of Chic. Press \$2.50

A collection of the addresses and discussions of the third conference of the Chicago Association for Child Study and Parent Education.

Cole, Harry Ellsworth

Stagecoach and tavern tales of the old Northwest; ed. by Louise Phelps Kellogg; lim ed. il., maps (pt. col.) O '30 Cleveland, O., A. H. Clark \$6

Cooley, Robert L., and others

My life work—office and store occupations. 152p. il. D (McGraw-Hill vocational texts) '30 N. Y., McGraw-Hill \$1.50

My life work—printing and servicing trades. 166p. il. D (McGraw-Hill vocational texts) '30 N. Y., McGraw-Hill \$1.50

Crozier, Brig.-Gen. F. P.

A brass hat in No Man's Land. 254p. il. D [c.'30] N. Y., Cape & Smith \$2.50

A first-hand picture of war, which has caused a sensation in England.

Cunningham, William Hayes, ed.

Literature and modern business. 396p. (bibls.) D [c.'30] N. Y., Harcourt \$1.04

Curwood, James Oliver

Son of the forests; an autobiography, as completed by Dorothea A. Bryant. 256p. D c. Garden City, N. Y., Doubleday, Doran \$1

The life of the popular writer of outdoor adventure stories.

Dalgliesh, Alice

The little wooden farmer and The story of the jungle pool. no p. il. (pt. col.) obl. S c. N. Y., Macmillan \$1

Two stories that small children can read and play.

Dana, Richard Henry, jr.

Ten years before the mast; il. by Edward A. Wilson [lim. ed.]. il. (pt. col.) '30 Chic., Lakeside Press \$20

Davis, Mary Lee

Uncle Sam's attic; the intimate story of Alaska. 418p. il., maps O [c.'30] Bost., Wilde \$3.50

After eight years of life in Alaska the author pictures that American frontier as a new New England, a great land of unexploited promise.

Dixon, Franklin W.

The great airport mystery. 224p. front. D (Hardy boys mystery stories) [c.'30] N. Y., Grosset 50 c.

Eaton, Walter Prichard

New England vista. 121p. front. (col.) D [c.'30] Bost., Wilde \$1.50

Impressions in prose and poetry of the beauties of New England.

Edwards, Frederick

The natural year; June. 72p. D c. N. Y., Jas. T. White Co., 70 5th Ave. fab. \$1.50

One of a series of twelve volumes of poetry.

Edwards, Harry Stilwell

Eneas Africanus [lim. ed.]. '30 Dallas, Tex., B'k Club of Tex. \$3.50

Everton, Francis

Murder through the window. 310p. D c. N. Y., Morrow \$2

The mystery of Marion Carrie's murder and the confidential reports stolen from the British Laboratories.

Frederick, John H., and others

Regulation of railroad finance. 237p. (2p. bibl.) O [c.'30] N. Y., Simmons-Boardman \$4

An explanation of the financial regulation of railroads by the Federal government through the Interstate Commerce Commission.

Field, Guy Cromwell

Plato and his contemporaries; a study in fourth-century life and thought. 253p. front O [n.d.] N. Y., Dutton \$4

An attempt to explain the philosophy of Plato by a study of his life and the period in which he lived.

Cabot, Stephen Perkins

Secondary education in Germany, France, England and Denmark. 122p. O (Harvard bulls. in educ.) '30 Cambridge, Mass., Harvard pap. \$1

Cappon, Lester J.

Bibliography of Virginia history since 1865. 918p. O (Inst. monograph no. 5) '30 University, Va., Univ. of Va., Inst., for Research in Soc. Sciences pap. apply

Cole, George Watson

A survey of the bibliography of English literature, 1475-1640; with especial reference to the work of the Bibliographical Society of London. 95p. O (Papers of

Bibliographical Soc. of Amer., v. 23, pt. 2, 1929) [c.'30] Chic., Univ. of Chic. Press pap. \$2

Dameron, Kenneth

Men's wear merchandising. 574p. O (Merchandising and distribution ser.) '30 N. Y., Ronald Press \$6

Davies, Cecil W.

The conductivity of solutions. 204p. (bibl.) O '30 N. Y., Wiley \$4

Eaton, Walter Prichard

Grandfather's chair; a comedy in one act. 26p. il. diagr. D [c.'30] N. Y., S. French pap. 35 c.

Emley, Alan M.

New sales methods. 82p. front. (por.) D c. Denver, Wm. H. Andre pap. apply

Field, Rachel Lyman

The pointed people; il. by the author [new ed.]. 119p. D '30, c. '24, '30 N. Y., Macmillan \$1.25

First the blade; v. 3 [poetry anthology]. 82p. D '30 Claremont, Cal., Scripps College \$1.25

Flom, George Tobias

Introductory Old English grammar and reader. 426p. D [c. '30] Bost., Heath \$2.80
The author is professor of Scandinavian languages and English philology in the University of Illinois.

Geisert, Henry A.

The criminal; a study. 478p. O '30 St. Louis, B. Herder \$3

Gesell, Silvio

The natural economic order; a plan to secure an uninterrupted exchange of the products of labor, free from bureaucratic interference, usury and exploitation. 392p. il. '30 San Antonio, Tex., Free Economic Pub. Co., 1415 Main Ave. \$4.25

Glenn, Paul J.

Ethics; a class manual in moral philosophy. 316p. O '30 St. Louis, B. Herder \$2

Gocher, William Henry

Racealong. 410p. il. S c. Hartford, Conn., Author, 18 Asylum St. flex. fab. \$3
The last of a three volume history of light harness racing.

Goldsmith, Margaret Leland, and Voigt, Frederick

Hindenburg, the man and the legend. 304p. il. O c. N. Y., Morrow \$3.50

The amazing life of the former Commander-in-Chief of the German Army in the War and the present President of the Republic.

Good, Warren R., and Chipman, Hope H.

Plane geometry. 282p. D '30 Phil., Lippincott \$1.40

Hamilton, Bruce

To be hanged. 302p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1
A young English journalist saves an innocent condemned man from the gallows.

Harris, Frank

Oscar Wilde; his life and confessions. 520p. front. (por.) O c. N. Y., Covici, Friede \$3.75

A biography by a well-known contemporary of Oscar Wilde with a hitherto unpublished full confession of Lord Alfred Douglas and a memoir by Bernard Shaw.

Fortier, Samuel, and Young, Arthur A.

Irrigation requirements of the arid and semi-arid lands of the Southwest. 68p. (bibl.) map. diagrs. O (U. S. Dept. of Agri., technical bull. no. 185) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Gilbert, Frank B.

Gilbert's criminal law and practice of the state of New York; 13th ed. by John T. Fitzpatrick. 2058p. O '30 Albany, N. Y., M. Bender fab. \$20

Grant, Julius

The measurement of hydrogen ion concentration. 167p. (bibls.) il. diagrs. O '30 N. Y., Longmans \$3.75

Griffiths, David

Experiments with hot-water treatment of daffodils in relation to forcing and field culture. 36p. (bibl. footnotes) il. (pt. col.) diagr. O (U. S. Dep't of Agri., circular no. 113) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Harlow, Rex Francis

Makers of government in Oklahoma. 1200p. il. O

Hewes, Agnes Danforth

Spice and the Devil's Cave; il. by Lynd Ward. 342p. il., map D c. N. Y., Knopf \$2.50
A romance of Lisbon at the end of the 15th century, which centers about Vasco da Gama's voyage to India. For older boys and girls.

Higbee, Frederick G.

Essentials of descriptive geometry; 4th ed. 244p. O '30 N. Y., Wiley \$2.50

Holmes, Eber

Commercial rose culture, under glass and outdoors; 4th ed. 256p. il. D [c. '30] N. Y., A. T. De La Mare \$2

Holmes, Fenwicke Lindsay

Lyrics of life and love. 97p. Tt '30 N. Y., McBride fab. \$1, bxd.

Holmes, Frederick Lionel

Abraham Lincoln traveled this way; the log book of a pilgrim to the Lincoln country; foreword by Glenn Frank. 368p. il., map O ['30] Bost., L. C. Page \$4

Homer

The Iliad; introd. by Louise Pound; tr. by Lang, Leaf and Myers. 480p. D (Modern readers' ser.) c. N. Y., Macmillan 80 c.; half lea., \$1.25

Horler, Sydney

Lady of the night. 307p. D c. N. Y., Knopf \$2

Mysterious events began to happen to Gerald Holiday on the Riviera Express when he met the Lady of the Night and culminated in the delivery at his door of the body of his best friend.

Hughes, Babette

Some ultra-modern French poets; a book of translations. 45p. D (Univ. of Wash. chap'ks, no. 40) c. Seattle, Wash., Univ. of Wash. B'k Store pap. 65 c.

Hughes, Langston

Not without laughter. 332p. D c. N. Y., Knopf \$2

A poet's first novel—the realistic story of a poor Negro family in a Kansas town.

Hulbert, Winifred

West Indian treasures. 161p. il., map D [c. '30] N. Y., Friendship Press \$1; pap., 75 c.
Short stories.

Hundred saints; by a religious of the Holy Child Jesus. 384p. O '30 St. Louis, B. Herder \$2

'30 Oklahoma City, Okla., Harlow Pub. Co.

fab. \$60

Homes of the moment; giving thirty-six designs with plans; 2nd ed. 52p. il. diagrs. O '30, c. '29 Milwaukee, Caspar, Krueger, Dory Co. pap. \$1

Horner, Joyce M.

The English women novelists and their connection with the feminist movement, 1688-1797. 165p. (sp. bibl.) (Smith College studies in modern languages, v. 11, nos. 1, 2, 3) '29, '30 Northampton, Mass., Smith College apply

How to read people's minds; or, The mystery of mind reading revealed. 53p. D '30 Milwaukee, Caspar, Krueger, Dory Co. pap. 25 c.

Hughes, J. M., and Melby, E. O.

Supervision of instruction in high school; a study of techniques and organization. 206p. (bibls.) diagrs. O (Northwestern Univ. contribs. to educ., School of Educ. ser., no. 4) [c. '30] Bloomington, Ill., Public School Pub. Co. \$1.50

Jefferson, Thomas, and Du Pont de Nemours, Pierre Samuel

Correspondence between Thomas Jefferson and Pierre Samuel du Pont de Nemours, 1798-1817; ed. by Dumas Malone. 225p. (bibl. footnotes) front. O c. Bost., Houghton bds. \$4. bxd.

Never before published, these letters of Thomas Jefferson and the first of the Du Pont family to come to America, throw new light on the early history of our country.

Johnston, Marjorie

Domination; some Napoleonic episodes. 235p. il. O c. N. Y., Appleton \$3

A study of the Napoleonic era which translates that period into terms of Napoleon's will to dominate and his passion for power.

Joseph, Thomas, M.D.

Lippincott's universal pronouncing dictionary of biography and mythology; 5th ed. 2550p. '30 Phil., Lippincott \$12

Judge's second cross word puzzle book. 101p. D [c. '30] N. Y., John Day \$1.50

A compendium of fifty amusing cross word puzzles selected from the originals which have appeared in *Judge*.

Karraker, Cyrus Harreld

The seventeenth-century sheriff. 234p. (15p. bibl.) O c. Chapel Hill, N. C., Univ. of N. C. Press \$2.50

A comparative study of the sheriff in England and the Chesapeake colonies.

Kennedy, Louise Venable

The negro peasant turns cityward; effect of recent migrations to northern centers. 270p. (16p. bibl.) diagr. O (Studies in hist., economics and public law no. 329) c. N. Y., Columbia Univ. Press \$4.25

Kennedy, Millward

Half-mast murder. 319p. diagrs. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

Who put the flag on the summer-house at half-mast before the murder of Professor Paley, English expert on international politics?

Kester, Paul, and Lewers, William

The course of true love; a comedy in four acts. 97p. diagrs. D (French's standard lib. ed.) c. '30 N. Y., S. French pap. 75 c.

Kober, George Martin, M.D.

Reminiscences of George Martin Kober, M.D., L.L.D., Emeritus Dean and professor of hygiene of the School of Medicine and member of the Board of Regents, Georgetown University, Washington, D. C.; v. 1. 428p. (bibl. footnotes) il., maps Q '30 Wash., D. C., Kober Found., Georgetown Univ. \$5, set

Lawrence, David Herbert [Lawrence H. Davidson, pseud.]

Birds, beasts and flowers [lim. ed.]. il. (Cresset Press) '30 N. Y., W. V. McKee \$25-\$250

Lewis, Oscar

Hearn and his biographers [lim. ed.]. '30 San Francisco, Westgate Press \$15

Liederman, Earle E.

The maelstrom [verse]. 74p. O '30 N. Y., Author, 305 B'way fab. \$1

Longwell, Chester R.

Outlines of physical geology. 376p. O '30 N. Y., Wiley \$3

McCann, Rebecca [Mrs. Harvey Fergusson]

The cheerful cherub; 2nd ser. 310p. il. D c. N. Y., Covici, Friede \$2; lea. \$3

A book of new verses by the popular Cheerful Cherub.

McConnell, Dorothy F., and Forsyth, Margaret E.

Sugar is sweet. 122p. (6p. bibl.) il., map D [c. '30] N. Y., Friendship Press

bds. \$1; pap., 75 c.
A course on the Caribbean Islands for junior boys and girls.

MacDonald, Philip

The link. 307p. front. (diagr.) D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

Colonel Anthony Gethryn finds the murderer of Lord Grenville. This month's Crime Club selection.

McDougall, Eleanor

St. Augustine; a study in personal religion; foreword by Dr. J. Vernon Bartlet. 124p. D [n. d.] N. Y., Richard R. Smith \$1.50

Mackail, Denis George

The young Livingstones. 304p. D c. Bost., Houghton \$2

The gay adventures of Barbara and Rex Livingstone, who were very modern young English people and who helped each other out of all sorts of scrapes, as brother and sister should.

Ish-Kishor, Judith

The slave from Egypt; a play in one act. 8p. D c. '30 N. Y., S. French pap. 30 c.

Ishwar Nath Topa

The growth and development of national thought in India. 176p. [n. d.] N. Y., G. E. Stechert pap. \$3

Johnson, Charles Morris

Rapid methods for the chemical analysis of special steels, steel-making alloys, their ores, graphites, and bearing metals; 4th ed. 729p. il. O '30 N. Y., Wiley \$7.50

Knapp, Jack Stuart

The duke; a comedy in one act. 18p. D [c. '30] N. Y., S. French pap. 30 c.

Knopf, Carl S.

An ancient inscribed cone of Sin-Gashid, King of

Erech. 16p. (bibl. footnotes) il. O (Language and lit. ser., no. 2) [c. '30] Los Angeles, Univ. of So. Cal. Press pap. 25 c.

Kurtz, Edwin B.

Life expectancy of physical property; based on mortality laws. 219p. il. O '30 N. Y., Ronald Press \$6

M. Celestine, Sister

A survey of the literature on the reading interests of children of the elementary grades. 114p. (2p. bibl.) O (Educ. research bulls., v. 5, nos. 2 and 3) c. Wash., D. C., Catholic Educ. Press pap. apply

McCreery, Walter Gay, and Bynum, Mary L.

The coffee industry in Brazil. 94p. il. (Trade promotion ser. 92) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.

Mackenzie, Compton

April fools; a comedy of bad manners. 350p. D c. Garden City, N. Y., Doubleday, Doran \$1

When a successful English playwright marries and gives his country place in Hampshire to five relatives, they all go there to live, and an amusing situation develops.

Macy, Pierre, and Passarelli, Luigi Alfonso

Contes comiques. 128p. il. D (Follett modern French ser.) [c.'30] Chic., Follett Pub. Co., 1255 S. Wabash Ave. \$1.20

Maerz, A., and Paul, M. Rea

A dictionary of color. 207p. il. (col.) O '30 N. Y., McGraw-Hill \$12

Marble, Mrs. Annie Russell

Pen names and personalities. 255p. (bibl.) O c. N. Y., Appleton \$2.50
A definitive work on pseudonyms with chapters on famous pen names in literature.

Marshall, Mrs. James Waller

The patchwork girl of Oz; a play in two acts; from the story by L. Frank Baum. 91p. D (Junior League plays) [c.'30] N. Y., S. French pap. 75 c.

Mason, Van Wyck

Seeds of murder. 302p. diags. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

Death strikes twice in one night at the beginning of a Long Island house-party and three strange white seeds by each body mystify Captain North, late of the American Intelligence Service.

Mauriac, François

The family (Les Péloueyres); tr. by Lewis Galantière. 233p. D c. N. Y., Covici, Friede \$2

Two short related novels translated from the French.

Melville, Herman

Moby Dick; 3 v.; il. by Rockwell Kent [lim. ed.]. '30 Chic., Lakeside Press \$52

Metcalf, Zeno Payne

A text-book of economic zoölogy. 392p. il., diags. O '30 Phil., Lea & Febiger \$4

Meynell, Laurence W.

The mystery at Newton Ferry. 316p. D c. Phil., Lippincott \$2

Subsequent exciting events prove that the killing of handsome Gerald Thorpe was not the act of a jealous husband, but cold-blooded murder to hide the work of criminals.

Miller, Catherine Atkinson

Stunts of all lands. 206p. il. D c. N. Y., Richard R. Smith \$1.50

Short theatrical sketches based on the folklore of many lands, to be used at parties or club meetings.

Mills, Quincy Sharpe

Editorials, sketches and stories. 870p. il. (pers.) O c. N. Y., Putnam \$7.50

The writings from 1906 to 1917 of a southerner who was an editorial writer on the New York *Evening Sun* and who was killed at Chateau-Thierry in 1918.

Montgomery, Whitney

Brown fields and bright lights [verse]. 112p. D '30 Dallas, Tex., Kaleidoscope Publishers, 702 N. Vernon \$1.50

Moody, Campbell N., D.D.

The purpose of Jesus in the first three Gospels. 159p. D (Bruce lectures, 1929) ['30] N. Y., Richard R. Smith \$1.50

Morrow, Mrs. Honoré McCue Willsie

The last full measure. 348p. (bibl.) D c. N. Y., Morrow \$2.50

This novel, covering the last years of the martyred President's life and the Booth conspiracy, completes the author's Lincoln trilogy.

Mullins, Virgil Ray

Hoosier rhymes and readings. 191p. il. D [c.'30] Fowler, Ind., Benton Rev. Shop \$2
For program readings.

Osburn, Lieutenant-Colonel Arthur

Must England lose India? the nemesis of empire. 287p. D '30 N. Y., Knopf \$2.75

An indictment of English rule in India by a British army officer, who has lived there for many years.

Palmer, C. I.

Practical mathematics; pt. 2, Algebra with applications; new 3rd ed. 206p. il. D '30 N. Y., McGraw-Hill \$1.25

Practical mathematics; pt. 3, Geometry with applications; new 3rd ed. 178p. il. D '30 N. Y., McGraw-Hill \$1.25

Parkhurst, Daniel Burleigh

The painter in oil: a complete treatise on the principles and technique necessary to the painting of pictures in oil colors; rev. ed. 429p. il. (pt. col.) S '30 Bost., Lothrop \$2

Pattou, Edith Elting

An American in Germanv; rev. ed. 220p. front. S (Heath's modern lang. ser.) [c.'11, '30] Bost., Heath \$1

Peabody, Francis Weld, M.D.

Doctor and patient. 108p. D c. N. Y., Macmillan \$1.50

Papers on the relationship of the physician to men and institutions.

Pearn, Violet A.

The invisible playmate; a play in three acts. 65p. diagr. O c. '30 N. Y., S. French pap. 75 c.

Perry, Maude Alice

Dietetics and nutrition. 332p. D c. St. Louis, C. V. Mosby \$2.50

For training schools, nurses, physicians, and others interested in personal and public health problems.

Phillpotts, Eden

The farmer's wife; a comedy in three acts. 102p. il., diags. O (French's standard lib. ed.) c.'26, '29 N. Y., S. French pap. 75 c.

Poe, Edgar Allan

Tales; il. by W. A. Dwiggins [lim. ed.] '30 Chic., Lakeside Press bds. \$15

Marshall, Thomas M., and Wesley, Edgar B.

A manual to accompany American history. 118p. (bibls.) D c. N. Y., Macmillan pap. 24 c.

Metropolitan Museum of Art

Loan exhibition of Persian rugs of the so-called Polish type. 44p. il. O '30 N. Y., Author bds. \$1; pap., 25 c.

New English bungalows; showing forty-two designs with plans. 52p. il. diags. O '30 Milwaukee, Caspar, Krueger, Dory Co. pap. \$1

Oneal, Billie [Mrs. Ben. G. Oneal], comp.

Prize-winning one act plays, bk. 1. 157p. [c.'30] Dallas, Tex., Southwest Press pap. apply

Pomfret, John E.

The struggle for land in Ireland, 1800-1923. 346p. (11p. bibl.) O c. Princeton, N. J., Princeton \$3

Powers, Alfred

Marooned in Crater Lake. 177p. il. D '30, c. '16-'30 Portland, Ore., Metropolitan Press, Graphic Arts Bldg.

\$1.75; de luxe ed., \$6

Stories of the Skyline Trail, the Umpqua Trail, and the old Oregon Trail.

Pym, Thomas Wentworth

A parson's dilemmas. 125p. D ['30] Milwaukee, Morehouse Pub. Co. \$1.50

Six lectures containing practical advice to ordination candidates.

Raine, William MacLeod

Rutledge trails the ace of spades. 312p. D c. Garden City, N. Y., Doubleday, Doran \$1

Jim Rutledge, a Texas cowboy, proves his innocence in the murder for which he had been framed by an outlaw gang.

Random House prose quartos (The); six new

contributions by Conrad Aiken, Sherwood Anderson, Stephen Vincent Benét, Louis Bromfield, Theodore Dreiser and Carl Van Doren; 6 v. [lim. eds.]. '30 N. Y., Random House \$10, set

Rice, James E., and Botsford, H. E.

Practical poultry management; 2nd ed. 540p. D (Wiley farm ser.) '30 N. Y., Wiley \$2.75

Robertson, Rev. Stuart

Tigers' teeth. 280p. D '30 N. Y., Richard R. Smith \$2

Story sermons for children.

Rohmer, Sax, pseud. [Arthur Sarsfield Ward]

The day the world ended. 312p. D (Crime club) '30, c. '29, '30 Garden City, N. Y., Doubleday, Doran \$1

The superstition of the vampire revives in a little German town and its influence is felt even in America. Brian Woodville, a newspaper man, sent to cover the mysterious situation finds himself in combat with a sinister genius.

Rose, Mrs. Isabel Brown

The Star of India. 205p. il., map D [c. '30] N. Y., Friendship Press \$1; pap., 75 c.

Missionary stories of India for boys and girls.

Saunders, Charles Francis

Finding the worth while in California [new and rev. ed.]. 230p. (bibl.) il., maps T '30 N. Y., McBride \$1.50

Schweikert, Harry Christian, and others, eds.

Adventures in American literature. 1082p. (bibls.) il. D [c. '30] N. Y., Harcourt \$2.12

Shepard, Michael

So I said to Mr. Morgan; il. by Shermund. 253p. D [c. '30] N. Y., Greenberg \$2

The amusing adventures of a self-made financier in Wall Street, Europe, and other places.

Sheridan, Richard Brinsley Butler

The school for scandal [lim. ed.] ed. by R. Crompton Rhodes. il. (Shakespeare Head Press) '30 N. Y., Random House \$25

Slaughter, Charles E.

Hahtibee the elephant; il. by Ferdinand H. Horvath. 170p. D c. N. Y., Knopf \$2

The story of an Indian elephant, in captivity, and in the jungle, for boys and girls.

Small, Tunstall, and Woodbridge, Christopher

Mouldings of the Tudor period; a portfolio of full size sections. 20 plates diags. '30 N. Y., Wm. Helburn \$4

Smith, Clarence B., and Wilson, Meredith C.

The agricultural extension system of the United States. 402p. D '30 N. Y., Wiley \$3.50

Smith, Herbert Maynard

Inspector Frost in the City. 281p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$1

Following the detective work of Inspector Frost during the seven days in which he solves a London murder.

Smith, Mrs. Nancy W. Paine

Our heritage; life on Cape Cod awhile ago. 304p. D c. Provincetown, Mass., Billy May \$2.50

The story of a typical Cape Cod man, of his daughter, and of their village life fifty or more years ago.

Stone, Orra Laville

History of Massachusetts industries; their inception, growth, and success; 4 v. 4578p. il. Q '30 Chic., S. J. Clarke Pub. Co., 11 S. Desplaines St. buck., \$65; lea., \$95

Systems of wage payment. 141p. O c. N. Y.,

Nat'l Industrial Conference B'd \$2

A study designed as a guide in the selection of methods of compensation for work performed that best suit the needs and conditions of certain establishments.

Targ, William

Targ's American first editions and their prices; a checklist of the foremost American firsts [lim. ed.]. 114p. S c. Chic., Author, 808 N. Clark St. \$5

A guide for the collector and dealer.

Thoreau, Henry David

Walden; il. by Rudolph Ruzicka [lim. ed.]. '30 Chic., Lakeside Press \$15

Rawlins, Maude

A textbook of massage; for nurses and beginners. 144p. il. diags. D c. St. Louis, C. V. Mosby \$2

Reed, Alfred C.

Tropical medicine. 410p. il. O '30 Phil., Lippincott \$6

Sante, LeRoy, M.D.

The chest; roentgenologically considered. 532p. il. diags. Q (Annals of roentgenology, 11) '30 N. Y., P. B. Hoeber \$20

Seashore, Carl E.

An open letter to college seniors. 13p. O (Bull. of State Univ. of Ia., new ser. no. 521) '30 Iowa City, Ia., Univ. of Ia. pap. apply

Shumway, Waldo

Introduction to vertebrate embryology; 2nd ed. 311p. diags. O '30 N. Y., Wiley \$3.75

Vergilian exhibition (A); held at the New York

Public Library; list of books and manuscripts with an introductory essay by Charles Knapp. 40p. O '30 N. Y., N. Y. Public Library pap. apply

Verner, A.

Table rapping and automatic writing. 25p. il. D '30 Milwaukee, Caspar, Krueger, Dory Co. pap. 25 c.

Wilkins, Roy, and Crellin, E. A.

High voltage oil circuit breakers. 301p. il. O '30 N. Y., McGraw-Hill \$4

Yapp, William Wodin, and Nevens, William Barbour

Dairy cattle—selection, feeding and management; 2nd ed. 390p. (bibls.) D '30 N. Y., Wiley \$2.50

York, Alice

A medieval map of East and West; il. by Edy Le-Grand. map (col.) N. Y., John Day pap. \$2

Wallace, Benjamin B., and Lynn, R. Edminster

International control of raw materials. 479p. D (Inst. of Economics) '30 Wash., D. C., Brookings Inst. \$3.50

Wallace, Edgar

Sanders of the river. 317p. D '30 Garden City, N. Y., Doubleday, Doran \$1

The adventures of Commissioner Sanders, British government representative among West African cannibals.

Walsh, James Martyn

English essentials. 200p. S '30 Oklahoma City, Okla., Harlow Pub. Co. \$1

Watson, Edna Earl

A source book for vocational guidance. 241p. (bibls.) D c. N. Y., H. W. Wilson \$2.25

Selections from various sources and bibliographies for the use of students and those interested in vocational guidance.

Wentworth, Patricia [Mrs. G. F. Dillon, Delta, pseud.]

The Coldstone. 308p. D c. Phil., Lippincott \$2

Mystery haunts an old English estate in this modern romance.

West, Ruth, and West, Willis Mason

The story of our country [new ed.]. 610p. (bibls.) il. (pt. col.), maps D [c. '30] Bost., Allyn & Bacon \$1.80

Westmacott, Mary

Giants' bread. 358p. D c. Garden City, N. Y., Doubleday, Doran \$1

The story of a young Englishman, Vernon Deyre, whose desire to compose a new music overrides everything including his love for his wife and mistress.

White, Betty

I lived this story. 308p. D c. Garden City, N. Y., Doubleday, Doran \$1

The story of university life that won the Doubleday, Doran-College Humor Campus Novel Prize.

White, Leonard Dupee, ed.

The new social science. 141p. O (Soc. science studies, no. 18) [c. '30] Chic., Univ. of Chic. Press \$1.50

The broad scope of the social sciences is reflected in this collection of addresses by internationally known educators.

Wilson, Robert Forrest

How to wine and dine in Paris. 127p. D [c. '24-'30] Ind., Bobbs-Merrill \$1.75

A preparation for dining in Paris. These chapters, with new material added, are reprinted from "Paris on Parade."

Woolf, Bertram Lee

The authority of Jesus and its foundation; a study in the four Gospels and The Acts. 301p. (3p. bibl.) O ['30] N. Y., Richard R. Smith \$2.50

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- Young Livingstones, The. Mackail, D. G. \$2
Houghton

Old and Rare Books

Frederick M. Hopkins

SOME of the highest prices ever realized for first editions of Sir Walter Scott's novels were paid at Sotheby's in a sale held on July 15, when a set in their original boards, uncut, with the half-titles and other points which the discriminating collector exacts, brought over £5,000. The most sensational price of all was \$7,100 paid for a four-volume set of the first series of "Tales of My Landlord," 1816, which went to Dr. Rosenbach. According to a special cable to the New York Times, this identical copy sold in recent years for \$220. Other Rosenbach purchases included "Guy Mannering," 1815, \$1,900; "Rob Roy," 1818, \$650; and "Kenilworth," 1821, \$450. Maggs Bros. of London paid \$5,100 for a copy of "Waverley," 1814, which has always been regarded as the scarcest of Scott's novels and which in previous sales had always brought the highest prices. A London collector paid \$300 for the autograph

manuscript of the famous lines beginning, "Breathes there a man with soul so dead," from the "Lay of the Last Minstrel."

DR. A. S. W. ROSENBACH, on his trip to England and the Continent, became the possessor of one of the most valuable pieces of Americana ever brought to this country. It is, in brief, a contemporary manuscript written by a friend of Columbus, giving an account of his voyages and discoveries in the New World, taken from the lips of the great navigator himself. We have here first hand information that Columbus was once a bookseller, although the reference is a casual one. This acquaintance of the discoverer of America writes: "There was a man in the land of Milan who was a merchant in books and who traveled in Andalusia who was called Christopher Columbus, a man of high genius, who was not a man of letters, but who was very shrewd in the art of the

cosmography of the world, who followed what he had read from Ptolemy and other works regarding the world in which we navigate and walk." This presents a new view of the younger life of Columbus, concerning which general knowledge has been slight. The inference is that Columbus was a peripatetic bookseller, carrying his books with him, and seeking trade wherever he might find it in that pleasant Spanish province.

ANOTHER important sale at Sotheby's, in London, will take place on July 28, 29 and 30, when selections from many consignments will be dispersed. The rarer lots include a good copy of Milton's "Lycidas," 1638; a set of the Atlantic Neptune, a fine copy of the first Aldine Aristotle, 1495, and other choice Aldine's; a first edition of Burney's "Evelina," 1778; presentation copies of the works by Sir James M. Barrie; Eliot's Indian Bible, 1663-80, Goldsmith's "Vicar of Wakefield," 1766, and some fine illuminated manuscripts. A fine lot of autographic material includes letters by Burns, Shelley, Carlyle, Gissing, Lamb and others. There are musical manuscripts, letters and documents connected with American history, and of the French Revolutionary and Napoleonic periods. There is an autographic manuscript of two stanzas of Keat's poem "Isabella." It has been customary for Sotheby's to close the season with the last sale of July, and this is probably the last sale of the season, although the catalog does not so state. The season has been a very satisfactory one, good prices have generally been realized for rare books of every description, and fine autograph letters and manuscripts have brought very high prices.

IN the archives of the Texas Land Office, it has been discovered, are many maps and marginal pages of otherwise dry record books bearing a great variety of drawings and pictures, all the handiwork of William Sidney Porter, later known to fame as O. Henry. During the years 1887 to 1890 Porter was a draftsman in the State Land Office. He had previously done some rough illustrating of his own stories published in "The Rolling Stone," and his old time friends in the State Capital say that he

cherished an ambition to study art. The originality of Porter's ideas and skill which he sketched them upon paper are exceeded only by the cleverness of his stories. All of his drawings were done hastily and evidently with the idea of making more attractive the maps and book pages which he labored over while a draftsman in the land office. The sketches were made on county maps compiled by Porter. One of them is a landscape, another represents various features of western life in one of the border counties which the map covers, and another is a color drawing representing the Confederate flag, with other symbolic figures attached. These maps are carefully preserved in the State Land Office.

TWO great libraries are going to institutions instead of the auction room, which now seems to be the fashion among great collectors. Dr. Horace Howard Furness's Shakespearean library, hitherto regarded as worth more than half a million dollars, although the appraisers considered it worth only \$128,737, has been left to the safe keeping of the University of Pennsylvania. Time will greatly enhance the value of these books and manuscripts, many of which are irreplaceable or of exceptional rarity. Another bequest of books, given by the will of Hampton L. Carson to the Free Library of Philadelphia and the Historical Society of Pennsylvania, proved beyond the estimating abilities of its appraisers. They listed its values as "unknown," but it is regarded as one of the finest collections of books, documents, autograph letters and portraits connected with legal history in America and England.

THE Summer Catalog of The Argosy Book Stores, Inc., Bible House, contains interesting selections of Americana, art, curiosa, early printed books, fine presses, first editions, and general literature. The first editions are about evenly divided between English and American authors, the latter including some unusual items.

THE current catalog of the Hampshire Bookshop, comprising a selection of fine prints and choice and rare books, explains the growing popularity of that shop. There are interesting selections from old cartographers, illuminated manuscripts, books on

typography, private press books, facsimile editions, inlaid bindings, first editions—old and new, autographed copies, aquatints and other fine colored prints, and many interesting old books. The printer with fine paper and illustrations has given the catalog an air of distinction.

A GROUP of Canadians, headed by Sir Campbell Stuart, has just completed the purchase of Quebec House, home of General Wolfe, conqueror of Canada, at Wrexham, England. It will be turned into a museum, and here will be collected Wolfe relics and all the available historic treasures in England bearing directly on the conquest of the Dominion. Bit by bit, in the keen interest for the search of rare Americana, treasures believed lost have been recovered. The Canadian collection includes many records of the siege of Quebec, but that to be gathered for the new museum will be largest of all. There are still in the files of the war office the records of Wolfe's Canadian campaign and other historical material of the period. An attempt is being made to have these transferred to the new museum. For years the complete model of the City of Quebec, built in the days of Wolfe, lay in the cellar of the war office. It was only recently that it was traced and obtained for the archives at Ottawa, where it is now one of the most interesting exhibits.

A VOLUME of original drawings by Sir Christopher Wren, which includes designs for Christopher Hospital, the reconstruction of Windsor Castle, and a new palace at Whitehall to replace the Tudor Building destroyed in the great fire of 1698 has just been discovered at All Souls College, Oxford. The curator of the Sir John Soanes Museum, writing of the discovery in the *London Times*, says the plans are "by far the largest, and most complete of the Wren period, the existence of which has been established, many of them being six feet by two feet." The volume contains 32 drawings and is the fifth to be found by the Wren Society since its foundation in 1923. All of the four preceding ones are in the possession of All Souls College. The surprising fact is that the custodians of the college library had no knowledge of the existence of the fifth set

of drawings though it must have lain there at least fifty years. The drawings were mentioned in an auctioneer's catalog of 1749 when they fell to a Dr. Stack for £1 15s.

Auction Calendar

Tuesday, July 29th, at 2:00 P.M. Valuable books, manuscripts, historical documents and autograph letters, americana, history and literature inclusive, autograph manuscripts of Longfellow, Lowell, H. B. Stowe, Eugene Field, John Burroughs, Bliss Carman, etc. The Union Square Book Shop, 30 East 14th St., New York City.

Catalogs Received

- Americana and other items of interest.** (No. 12.) Bookshop, 806 Main, Baton Rouge, La.
- Ancient and modern books, anthropology, Arabian Nights entertainments, archaeology, art, ornament, etc.** (No. 8.) J. Law, 52 Beechfield Road, London, N. 4, England.
- Entomologie.** (No. 135.) Hermann & Cie., 6, Rue de la Sorbonne, Paris, France.
- Interesting books for the collector and general reader.** (No. 1.) Arthur Dean, 280 Deansgate, Manchester, England.
- Interesting books.** Edgar Backus, 44 Cank St., Leicester, England.
- Interesting books in various branches of literature, from recently purchased private libraries and various public sources including modern first editions.** (No. 256.) W. M. Murphy & Sons, 79, Renshaw Street, Liverpool, England.
- Interesting collection of old and modern second-hand books.** (No. 57.) Surrey Bookshop, Blackbridge Road, Woking, England.
- Kultur - u. sittengeschichte volkskunde.** (No. 297.) Math. Lempertz, Franziskanerstr. 6, Bonn, Germany.
- New books at remarkable reductions, including fine works on art, standard sets of esteemed authors, the players' Shakespeare, outstanding biographies, the abbey' classics, etc.** (Dept. 19.) W. & G. Foyle, Ltd., 119-125 Charing Cross Road, London, England.
- Old and modern books.** (No. 5.) Mudie's Library Ltd., Queen's House, Kingsway, London W. C. 2, England.
- Oriental list.** (No. 6.) Luzac & Co., 46 Great Russell Street, W. C. 1, London, England.
- Periodica u. Grossere Handbuecher, medizin und naturwissenschaften.** (No. 123.) Friedrichstr. 105. B., Berlin N. 24, Germany.
- Rare and interesting books, comprising an illuminated manuscript of the XVth century, specimens of incunabula, etc.** (Part 535.) Henry Young & Sons Ltd., 12 South Castle Street, Liverpool, England.
- Rare americana, art and biography.** John C. Farley, 5934 Hollywood Boulevard, Hollywood, Calif.
- Rare books, first editions, illustrated works, numerous first editions by Charles Dickens, Bernard Shaw, J. M. Barrie, etc.** (No. 58.) Antiquarian Book Co., 32 Ashburton Ave., Birkenhead, England.
- Rare books and prints.** H. H. Timby, Agent, Ash-tabula, Ohio.
- Rare books.** (No. 1.) Crist Book Shop, 381 Wabasha St., St. Paul, Minn.
- Second-hand books.** (No. 148.) J. S. Billingham, Dryden House, Watling Street, Towcester, England.
- Second-hand books, mostly theological, classified under a number of headings, one of which comprises an unusually large collection of Hebraica and Judaica.** (No. 602.) Charles Higham & Son, 13 Charterhouse Street, London, E. C. 1, England.
- Second-hand books, including many interesting items.** (No. 475.) James G. Commis, 230 High Street, Exeter, England.
- Second-hand books including standard and popular works in the various departments of literature from recently dispersed collections in Edinburgh and London.** William Dunlop, 52 George IV. Bridge, Edinburgh, Scotland.

The Weekly Book Exchange

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Walters. Collection of Oriental Ceramic Art.
Economic Geology. Vol. 14, 1919, nos. 1-2; Vol.
19, 1924, no. 1; Vol. 20, 1925, no. 1.
Geijsbeck. Ancient Double-entry Bookkeeping.
Denver. 1914.
Seltzer. A Financial Hist. of the American Au-
tomobile Industry.
Fisher. Why Is the Dollar Shrinking?
Botanical Gazette. Vol. 58, no. 5. 1914.
Vereinsadressbuch, Deutsch-Amerikan. 8 ed.
for 1926-7. Los Angeles. German-Ameri-
can Publ. Co. 1926.

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6 vols.

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